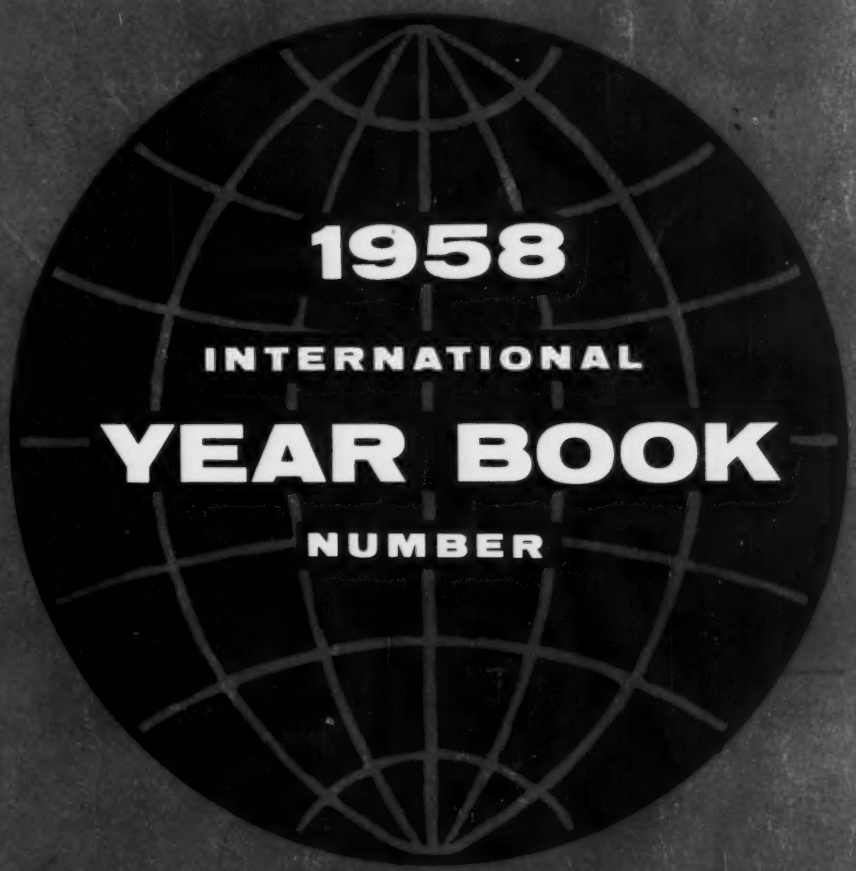
E&P

Editor & Publisher®

THE FOURTH ESTATE



RECEIVED
MAY 30 1959

THE ENCYCLOPEDIA OF THE NEWSPAPER INDUSTRY

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1933 APME 1958

This nation's outstanding newspapermen have helped make The Associated Press Managing Editors Association a success by a display of good sense, good balance, restraint and an exhibition of an adult sense of responsibility.

These qualities have helped develop mutual respect between able managing editors, on the one hand, and able AP executives on the other—all working toward ends which good newspapermen know are desirable.

Experience of the past 25 years has shown that the APME is as natural, as workable, and as component a part of The Associated Press as telephone and telegraph wires which link AP members together.

APME and The Associated Press will continue to develop the concept of a mutual, non-profit organization of newspaper ownerships, united for the single purpose of gathering and exchanging honest news—news that is the property of a free people and of which The Associated Press is an important trustee.

Benjamin M. McKelway
President
The Associated Press

Which one writes Sports for The Sunpapers?

All three of these men occupy prominent positions with The Sunpapers. Only one of them is a Sports Editor. Can you pick him out? Here are some clues to fit against the faces.

1. Your man will be 56 in October. He doesn't look his age, because the ebullience of his younger colleagues rubs off on him. That's the "internal" editorial policy of The Sunpapers—a balanced blend of experience and enthusiasm all along the line.

2. Your man is a native Baltimorean. How this will help you, we don't exactly know—unless he looks like an inveterate crab cake consumer. How it helps *us* is made abundantly clear each day in his column "Sportopics." Local color and local sports lore are his by inheritance—and his fellow Baltimoreans like the way he serves it up.

3. Your man has been Sports Editor of The Evening Sun for 32 years. No mean feat, considering he was only 24 when he took over. So look for a lingering touch of the "boy wonder" in the faces above—though he would be the first to deny it.

4. Your man includes among his non-journalistic laurels national recognition as a football and basketball official (e.g., Rose Bowl, 1930) as well as commissioner of Maryland's high school and collegiate Sports Associations dating back three and a half decades. That's why his column is so fresh—so authoritative—so completely on the "inside."

Picked him out yet? You have—if you settled on the man in the middle. His name—Paul Menton. To his left is Donald Kirkley, TV-radio columnist of The Sun and The Sunday Sun. And the august gentleman at the right is W. Spaulding Albert, advertising director of The Sunpapers. *He's* a good man to know, too.

Whose Sun photos have won worldwide acclaim?

It's one thing to have your picture taken. It's quite another to take pictures yourself—especially when they have won more than a thousand awards in eighteen nations. One of the three men above can claim this distinction. Try tracking him down with these clues.

1. He has been a member of The Sunpapers for 32 years, and is today photographic director of The Sunday Sun Magazine. Over this span he has taken some 25,000 pictures professionally. They have run the gamut of subjects, but all carry his twin trademarks—total integrity and rare creativity. We would hate to pay a penny a pound, should Baltimoreans decide to redeem the newsprint of his work that they have collected through the years. Local picture framers can thank him for a thriving business, too.

2. Two of his awards merit special mention. He won first prize of $5,000 for his photograph "Oyster Dredgers" in a competition that attracted 52,018 entries. And he was recently named "Newspaper Magazine Photographer of 1957" by the National Press Photographers Association and the Encyclopaedia Britannica. We used only head shots above, to hide both money and medals.

3. He is Baltimore born and bred. Perhaps this explains why his picture-history books, "My Maryland" and "Chesapeake Bay and Tidewater," were best sellers and earned for him the title he likes best—pictorial historian. He brought to others what he has so long conveyed to readers of The Sunpapers—a living, loving, enlightening look at his native state.

4. He is red-headed and rawboned (now there's a *real* clue). Nothing "studio-ish" about him, even though his work is on permanent exhibition in leading museums and galleries the world over. He and his camera are right at home with watermen, county agents, everyday folks. And every Sunday over 326,000 homes see the rewarding results in The Sunpapers.

Got him spotted? He's on the extreme left—and his name is A. Aubrey Bodine. He has some illustrious company, too, in William Boniface, Racing Editor of The Sunpapers (right); and Carl W. H. Ganz, national advertising manager (center). That Ganz can tell you a lot more about The Sunpapers—all of it good.

Which head heads The Sun's Washington Bureau?

One of these men signs advertising contracts for The Sunpapers. Another signs his name to cartoons. The third signs a daily by-line from Washington, D. C., reading—Chief, Washington Bureau. Can you put your finger on him? These signs may help.

1. He was born in Lincoln, Nebraska—studied in a one-room school house. If that brings "Honest Abe" doubly to mind, start looking for stark features. More to the point, look for a compound of intelligence and integrity that has reflected itself in The Sunpapers since 1930.

2. He remembers two weddings especially well—his own to his high school sweetheart in 1928 (they were two of the four members of their graduating class) and that of the then Princess Elizabeth and Philip in 1947, which he covered as chief on The Sun's London Bureau. He's "one up" on the royal couple, with three youngsters of his own.

3. His affiliation with The Sun's Washington Bureau divides into two parts—from 1934 to 1944 with FDR, and from 1949 to date with HST and Ike. Although not on first name or initial terms with Presidents themselves, he numbers among his friends the key figures in all three branches of the Federal government. He has gained their confidence and respect by "calling them as he sees them."

4. To broaden his Washington horizon, he makes frequent trips to the "hinterlands" and overseas—has covered such memorable stories as the Berlin airlift, the inception of NATO, the Marshall Plan's initial impact in England, and—whenever available—all presidential campaigns from 1940 on. He points out one oddity—he has never had occasion to visit North Dakota. We have come to overlook this cardinal defect in his background, and may even yet send him there—round-trip ticket, of course.

Spotted your prey yet? You have—if your eye fastened on the man at the left. His name is Gerald Griffin. Moving on to the right, you have John J. Stees, Evening Sun artist; and Joseph Smith, advertising salesman for food accounts. A man with a common name, Smith—but with an uncommon story to tell you.

Whose military dispatches won the Pulitzer Prize?

One of these Sunpapers men is numbered among America's most honored military correspondents. See if you can spot him with these "top secret" clues.

1. He received the Pulitzer Prize in 1945 for "a distinguished example of telegraphic reporting on international affairs." Specifically, he was cited for World War II dispatches from Washington, London and the fronts in Sicily, Italy and France. He worked with a corps of twelve Sunpapers' war correspondents overseas. He claims that this big battery helped him concentrate on his own award-winning work. We happen to know differently.

2. He didn't arrive at his battle station by accident. A major of artillery for Pershing's staff during World War I, his interest in military affairs persisted after he joined The Sunpapers in 1920 and has manifested itself in private writings through the years.

3. He was a newspaper man from the moment he graduated from Schenectady's Union College and gravitated to the Plattsburg Press. Eight years with the Chicago Tribune followed. But his love—and his life—has been his 37 years with The Sunpapers. The hundreds of "cubs" he has molded into responsible reporters is a tribute to his journalistic genius—and a constant boon to The Sunpapers. Before becoming military correspondent, he was assistant managing editor; editor of The Sunday Sun; and, for a time, acting editor of The Sun.

4. He still uses today the same measuring stick that gained him fame—an analysis of the "overall" military picture based on past performances, present potentialities and future possibilities. His objective reporting is in keeping with the finest traditions of The Sunpapers.

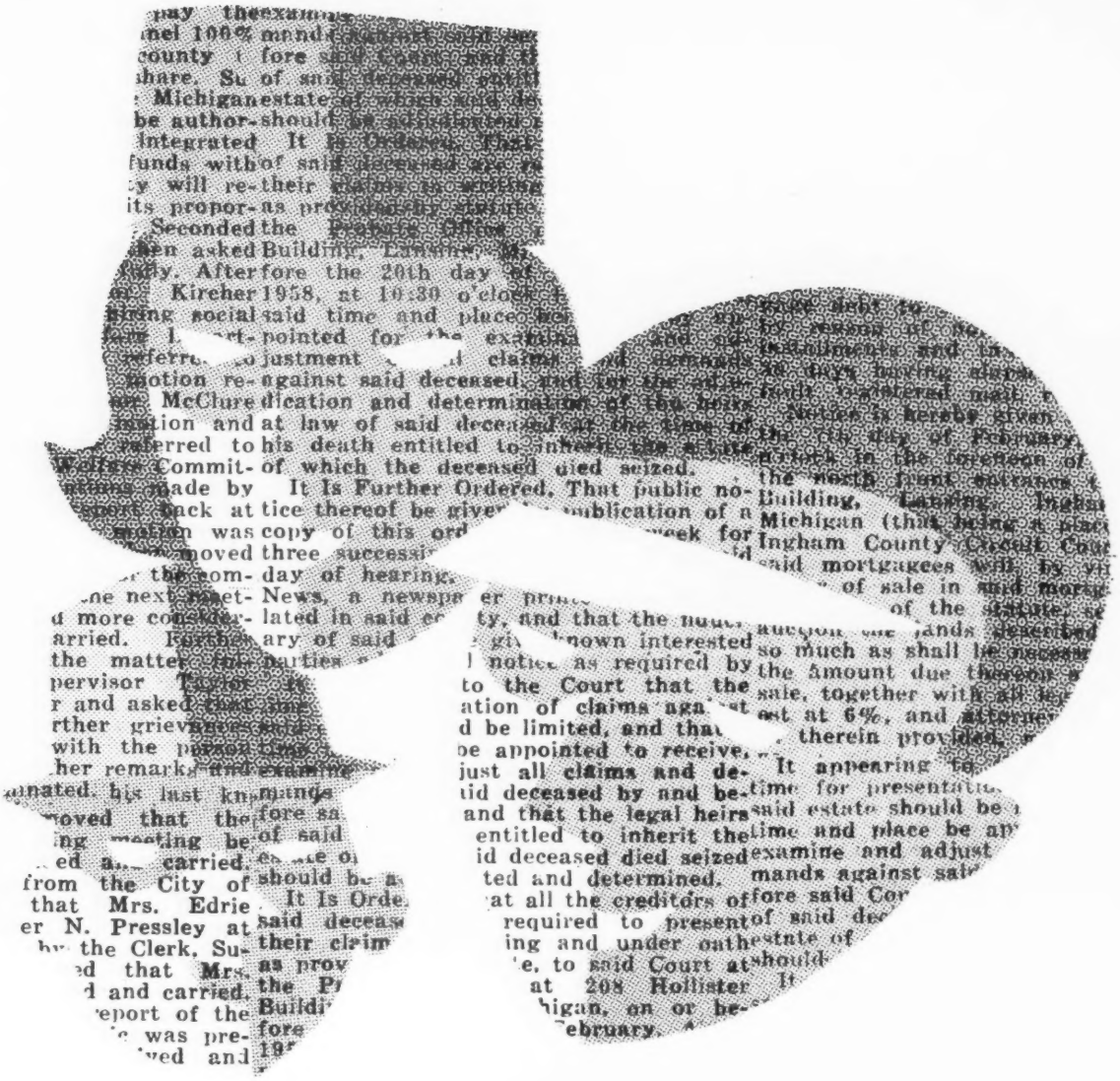
Ready with your answer? We hope you hit on the man in the middle—Mark S. Watson. Flanking him, as befits a military correspondent, are (right) John S. Armstrong, financial editor of The Sun; and (left) Charles D. Keller, advertising salesman. A man with a persuasive story, that Keller.

The Baltimore Sunpapers

Combined Morning and Evening circulation 410,013—Sunday 326,550

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles • Scolaro, Meeker & Scott—Chicago, Detroit

NEWSPAPER PEOPLE



RELY on NEA Service

FOR FEATURES THAT MAKE BETTER NEWSPAPERS

From the desk, through the managing editor to the publisher . . . from the business office to the mechanical departments . . . the people who build better newspapers rely on NEA features, pictures, columns and comics. NEA anticipates reader interest and editor needs with a variety of services and timely features that brighten newspapers with editorial sparkle.

NEA DAILY SERVICES

Complete, basic feature service for any size newspaper. Top comic favorites, illustrated newsfeatures, feature pictures, big-name byliners, sports coverage, women's features, entertainment.

NEWS IN COLOR

Matted color pictures, drawings, maps, cartoons and pictorial features on important news events, personalities, sports, fashion.

ADVERTISING FEATURES

Beautify Your Home, Outdoor Living, Back-to-School and Christmas Giving . . . NEA's four popular advertising features that build extra linage, readership.

SPECIAL FEATURES

Highlight holidays with NEA's display-size, matted color features . . . invite young readership with YOUNG FOLKS, the NEA Boys and Girls Page . . . HOME IDEAS Page stimulates ad tie-ins and do-it-yourself interest . . . daily Picture News Pages.

20 COLOR COMICS

A selection of colorful comic pages that entertain with comedy, adventure, mystery, romance, family fun. Used in 8 out of 10 color comic sections. NEA color comic sections offer quality color printing in any size quantity or combination.

FAMOUS NEA "EXTRAS"

ON THE BEACH story strip, Elmer Wheeler's THE BALD BOY, Income Tax Primer, Coloring Contests, Holiday Story Strips are just a few of NEA's many no-extra-cost features that promote circulation, readership.

NEA SERVICE INC.
1200 West Third Street Cleveland 13, Ohio

MOSTLY MALARKY
an ordinary Joe, chuckful of extraordinary humor

LITTLE LULU
pint-size imp, about as innocuous as an atom bomb

MOON MULLINS
a winner with the plush set as well as ash-flicking society

SMOKEY STOVER
a ten alarmer, for the gadget conscious, do-it-yourself fans

LOLLY
wants to be as good as a good gal can be, and still get ahead

SMITTY
never runs out of antics which amuse the water cooler crowd

ALL IN SPORT
captures the ludicrous on playing fields and in bleachers

LAUGHING MATTER
habit-forming gag panel that rolls the reader in the aisles

THE NEIGHBORS
mirrors the human foibles of the family next door—and you

THE FLIBBERTYS
pleasantly wacky—dubbed the funniest family in print

AGGIE MACK
daffy and dizzy doin's of the teen agers and their friends

TEXAS SLIM
delivers laughs as big and broad as the whole durn state of Texas

Who says there's no FUN in the comics?

PANEL PARCEL
gag cartoons by seven of the nation's top laughmakers

The surest scratcher for your funny-bone is still the newspaper comics! Whether you want a vest-breaking ha-ha or a ladylike titter, a giggle or guffaw, roar or a half arf, chuckle or side-splitter... you'll find it best in the daily and Sunday comics, the popular rib-tickler of the millions!

And the best (and funniest) are the CT-NYN comics, drawn and dished up by the nation's most human humorists, laughmakers, and cartoonists. The eyes don't tune them out! And comics are the favorites of kids as well as grown-ups—get the customers young, and keep them coming!

If you'd like to add more readers in 1958... add more CT-NYN comics! For proofs and prices, phone, write, or wire—collect!

Chicago Tribune-New York News Syndicate, Inc.

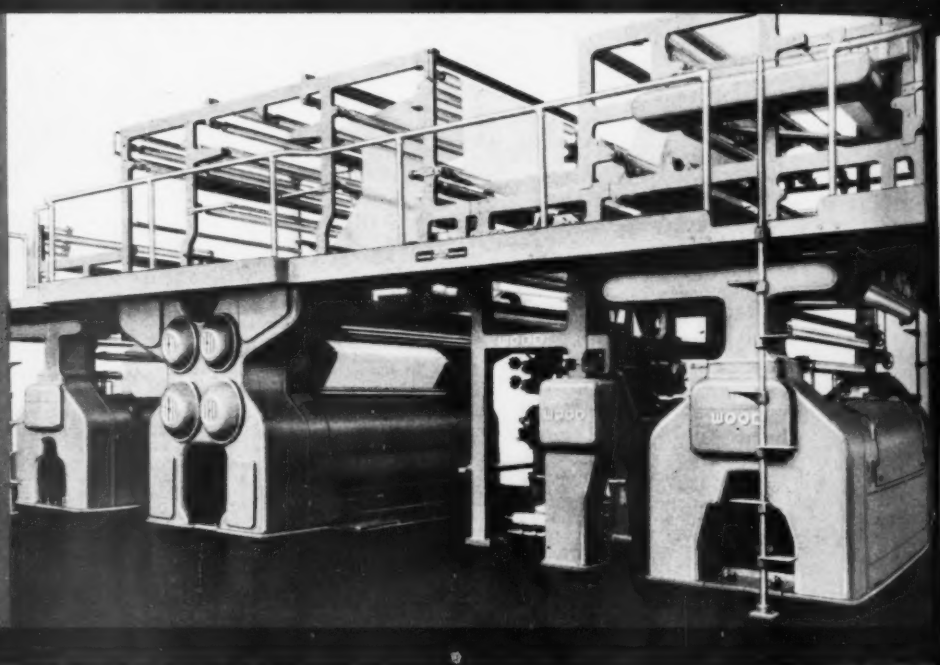
220 East 42nd St., New York... Tribune Tower, Chicago

WOOD

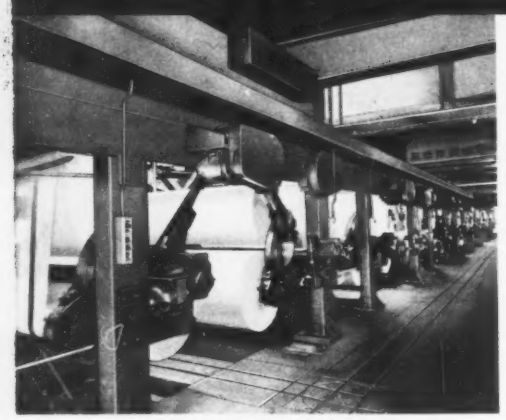
machinery and equipment for Pressrooms, Reelrooms and Stereotype Departments

A complete line of the most modern Pressroom, Reelroom and Stereotype equipment, engineered to meet the needs of big-city and smaller-city newspapers.

Standard models or custom built to meet individual requirements. Designed for high-speed operation and finest quality production. Let us help you plan an all-new plant or modernization of your present layout.



METROPOLITAN COLOR—ADAPTABLE PRESS UNITS
Featuring Waist-High Ink Controls, Film-Feed Inking, Portable Color Ink Fountains, Reversible Color Couples, and Color Plate Cylinders.



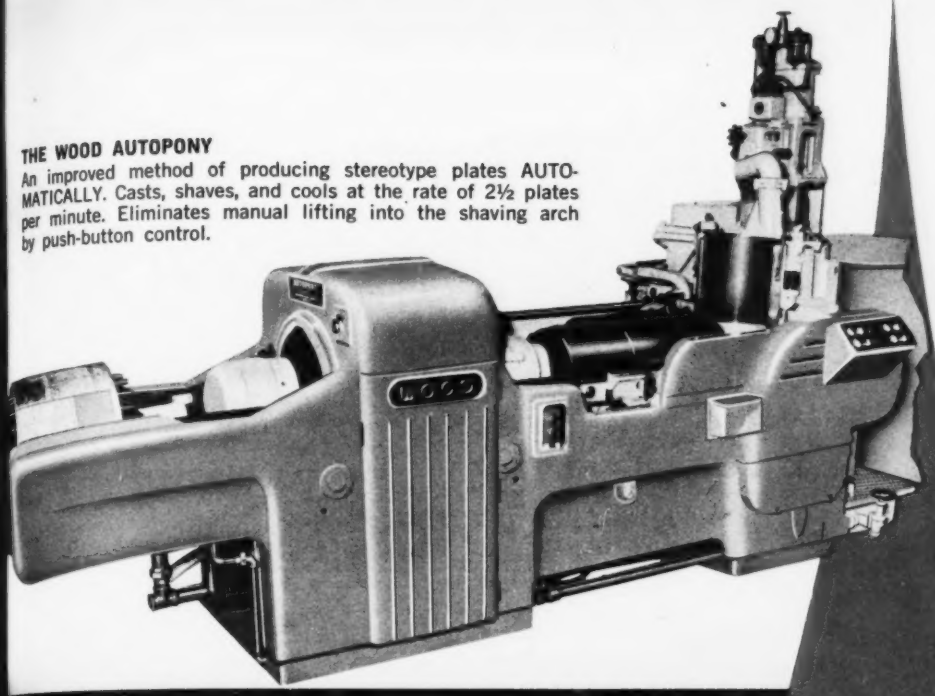
TYPICAL NEWSPAPER REELROOM
Equipped with WOOD Standard 3-Arm Reels, Pneumatically-Controlled Tensions, and Automatic Autopasters.

METROPOLITAN 4-COLOR UNIT
Provides "color of your choice" for ROP, Supplements, Comic Sections. Finest quality Multi-Color printing guaranteed by use of single gear between printing couples. Short web leads and no back-lash resulting in perfect register.

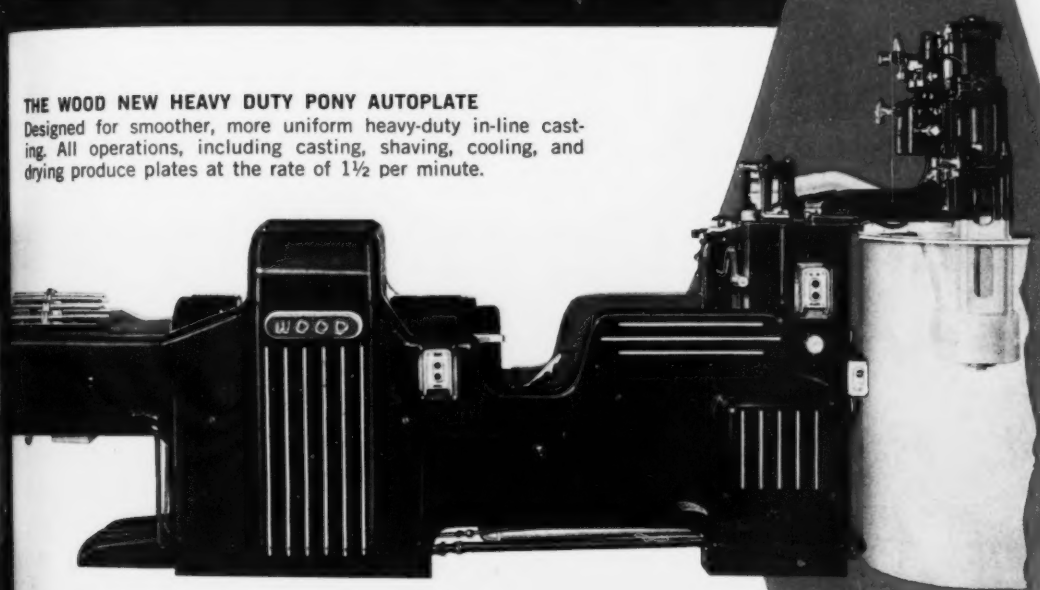
IF IT'S Wood IT'S GOOD

WOOD NEWSPAPER MACHINERY CORPORATION

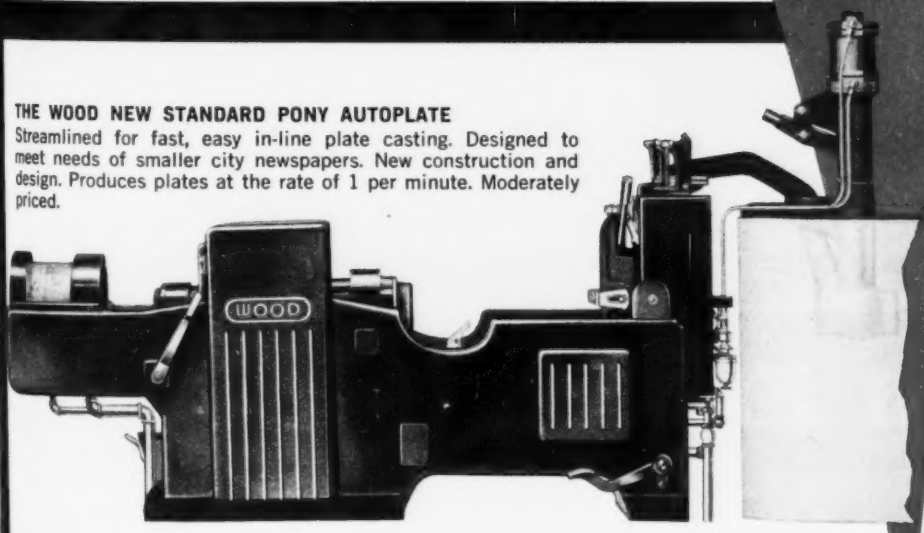
THE WOOD AUTOPONY
An improved method of producing stereotype plates AUTOMATICALLY. Casts, shaves, and cools at the rate of 2½ plates per minute. Eliminates manual lifting into the shaving arch by push-button control.



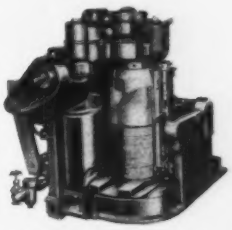
THE WOOD NEW HEAVY DUTY PONY AUTOPLATE
Designed for smoother, more uniform heavy-duty in-line casting. All operations, including casting, shaving, cooling, and drying produce plates at the rate of 1½ per minute.



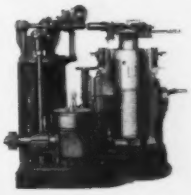
THE WOOD NEW STANDARD PONY AUTOPLATE
Streamlined for fast, easy in-line plate casting. Designed to meet needs of smaller city newspapers. New construction and design. Produces plates at the rate of 1 per minute. Moderately priced.



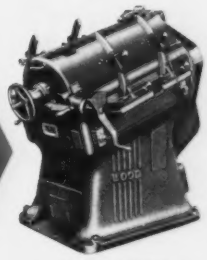
TENSIONPLATE ATTACHMENT



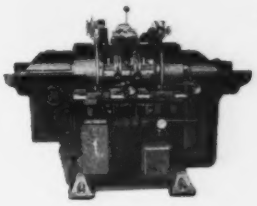
AUTOMATIC AUTOPLATE



JUNIOR AUTOPLATE

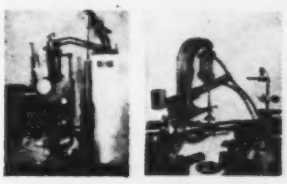


COLOR PLATE
PRE-REGISTERING MACHINE



AUTOMILLER

HEAVY DUTY AUTOSHAVER



PNEUMATIC PUMPING SYSTEM

PLAINFIELD, NEW JERSEY • Executive & Sales Office: 501 Fifth Avenue, New York 17, N.Y.
MAKERS OF PRESSROOM, REELROOM AND STEREOTYPE EQUIPMENT FOR A CENTURY

Flint Inks

Founded 1920

Your newspaper deserves the best . . .

R.O.P. Colors and Arrowhead Black by Flint

A.N.P.A.—A.A.A.A. SPECIFICATIONS

PERFECT PRESS PERFORMANCE

QUICK SERVICE . . . COAST TO COAST

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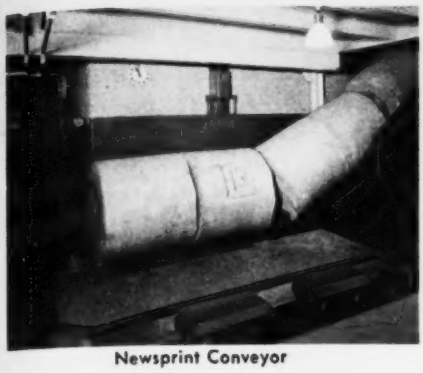
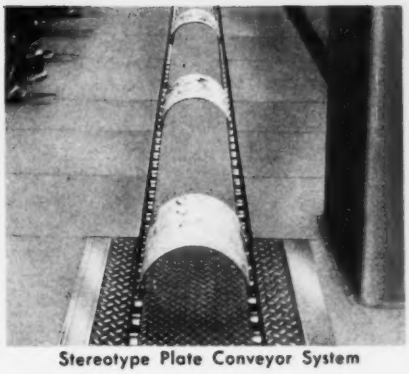
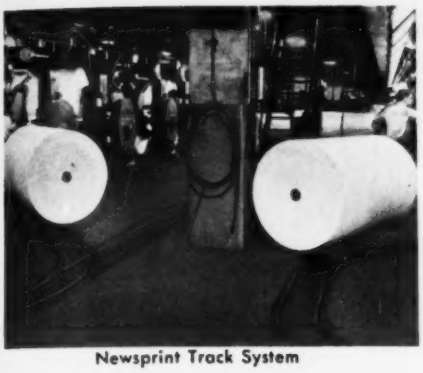
Got a handling Problem?


Newsprint Conveyor

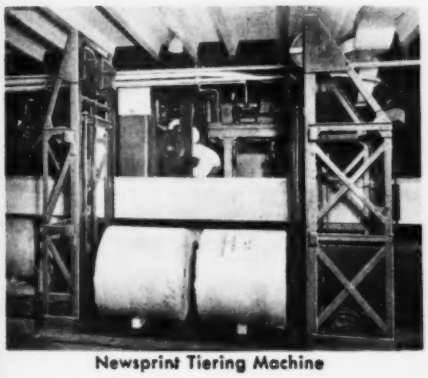

Stereotype Plate Conveyor System

Mailroom Wire Tying Machine Feeder Conveyor

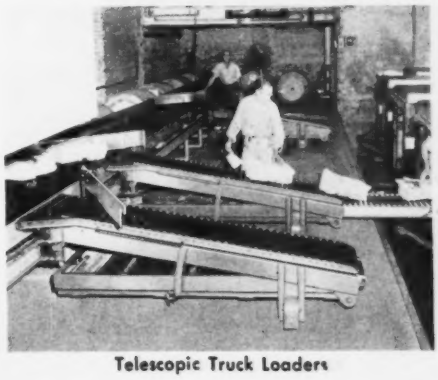

Newsprint Track System

● There is no one stock answer to every handling problem imposed by modern newspaper plant operation. That is why JAMPOL, with more than 30 years' specialized experience in servicing this important field, can be of such practical value in designing the handling system and equipment that will increase your plant's efficiency . . . make substantial savings in your operational costs . . . and reduce production delays to a minimum.

Milwaukee Journal Pusher Mechanism


Newsprint Tiering Machine

We will be glad to discuss the application of **JAMPOL METHODS & EQUIPMENT** to your problem.


Telescopic Truck Loaders

Non-slip Press Floor

- Stereotype Plate Pneumatic Drops
- Stereotype Plate Electric Elevators
- Stereotype Plate Pressroom Conveyors
- Newsprint Chutes
- Newsprint Elevators
- Newsprint Pneumatic Drops
- Newsprint Conveyors

- Newsprint Track Systems
- Newsprint Transfer Tables
- Newsprint Dollies
- Mailroom Loose Stack Conveyors
- Mailroom Bundle Conveyors

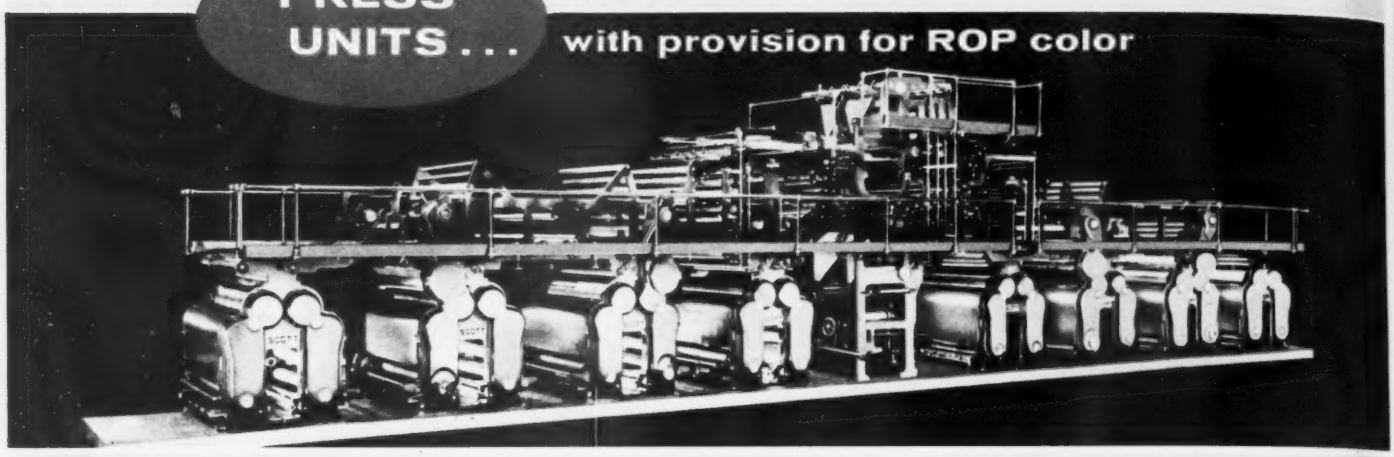
- Mailroom Tables
- Mailroom Bundle Spiral Chutes
- Mailroom Wire Tying Machine Feeder Conveyors
- Mailroom Pushers (Milwaukee Journal Feeder Mechanism)
- Telescopic Truck Loaders
- Press Floors

the Jampol Company, inc.

GENERAL OFFICE AND FACTORY: 728 — 61st STREET • BROOKLYN 20, NEW YORK

If it's NEW... SCOTT has it!

PRESS UNITS... with provision for ROP color

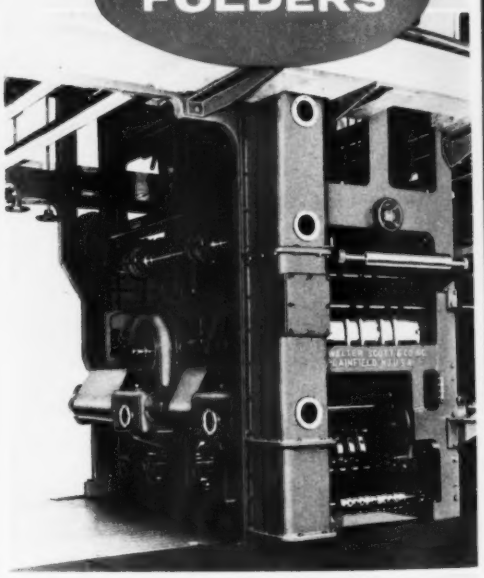


Typical SCOTT 8-Unit black and white press with 5 color cylinders for ROP Color and 3-2 Folder. Built in any number or combination of units.

REELS, TENSIONS & PASTERS

Simple in design, dependable, easy to operate and adjust. Built to serve **any** make of press.

3-2 FOLDERS



The famous 3-2 ratio folder featuring capacities up to 128 pages with either folded or cut edge forward. Combines precision, accuracy and speed.

The SCOTT family of satisfied customers is growing steadily. More and more newspaper plants are installing SCOTT presses, Reels, Tensions, Pasters, Folders because they are dependable and economical in operation.

Look to SCOTT for the newest ideas in newspaper presses and equipment. If it's NEW, SCOTT has it! *Send for literature describing SCOTT equipment.*

WALTER SCOTT & CO.

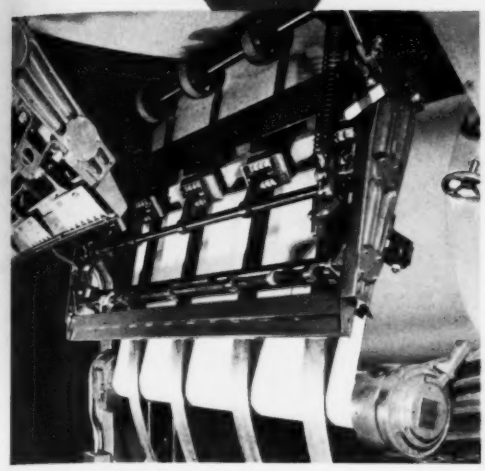
DIVISION OF **WOOD NEWSPAPER MACHINERY CORPORATION** Plant: Plainfield, N. J.
EXECUTIVE & SALES OFFICE: 501 FIFTH AVENUE, NEW YORK 17, NEW YORK

SCOTT presses

BUILDERS OF PRESSROOM AND REELROOM MACHINERY AND EQUIPMENT SINCE 1875

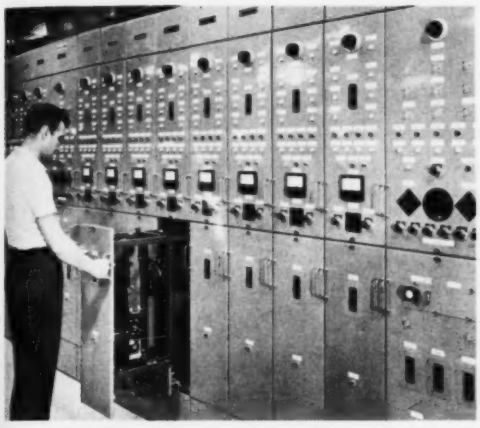
3 Big Reasons for

MODERN PRESSROOM EFFICIENCY



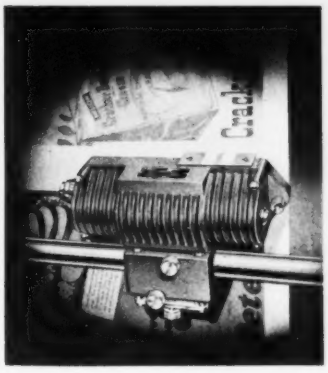
1 NEW FULLY AUTOMATIC PASTER SYSTEMS

Cline Electric reels provide accurate positioning, quick loading . . . automatic electric tensions give smooth and fast adjustment at any setting. Synchromatic Wet Glue Pasters provide full automatic control without pushbuttons . . . no press slow-down . . . holds paper cores within 1/32 in. of desired diameter with huge savings of paper.



2 NEW CONCEPT IN UNIT DRIVE SYSTEMS

Cline-Westinghouse Flexitrol AC Unit Type Drives offer uniform, smooth press operation and braking. Plug-in, drawer type control-centers eliminate electrical downtime. . . . Easy finger-tip selection of press units. Flexitrol saves on costs of production, maintenance and expansion.



3 NEW SIMPLICITY IN COLOR REGISTER CONTROLS

Cline-Crosfield Color Register Control provides extreme accuracy at all speeds . . . automatic registering after initial make-ready . . . length and side register combined in a single scanner. Anti-hunting features save time and great amounts of paper.

•

These are three major CLINE ELECTRIC contributions to modern printing economy and speed of production . . . many other innovations have come from CLINE ELECTRIC . . . and many more are on the way.

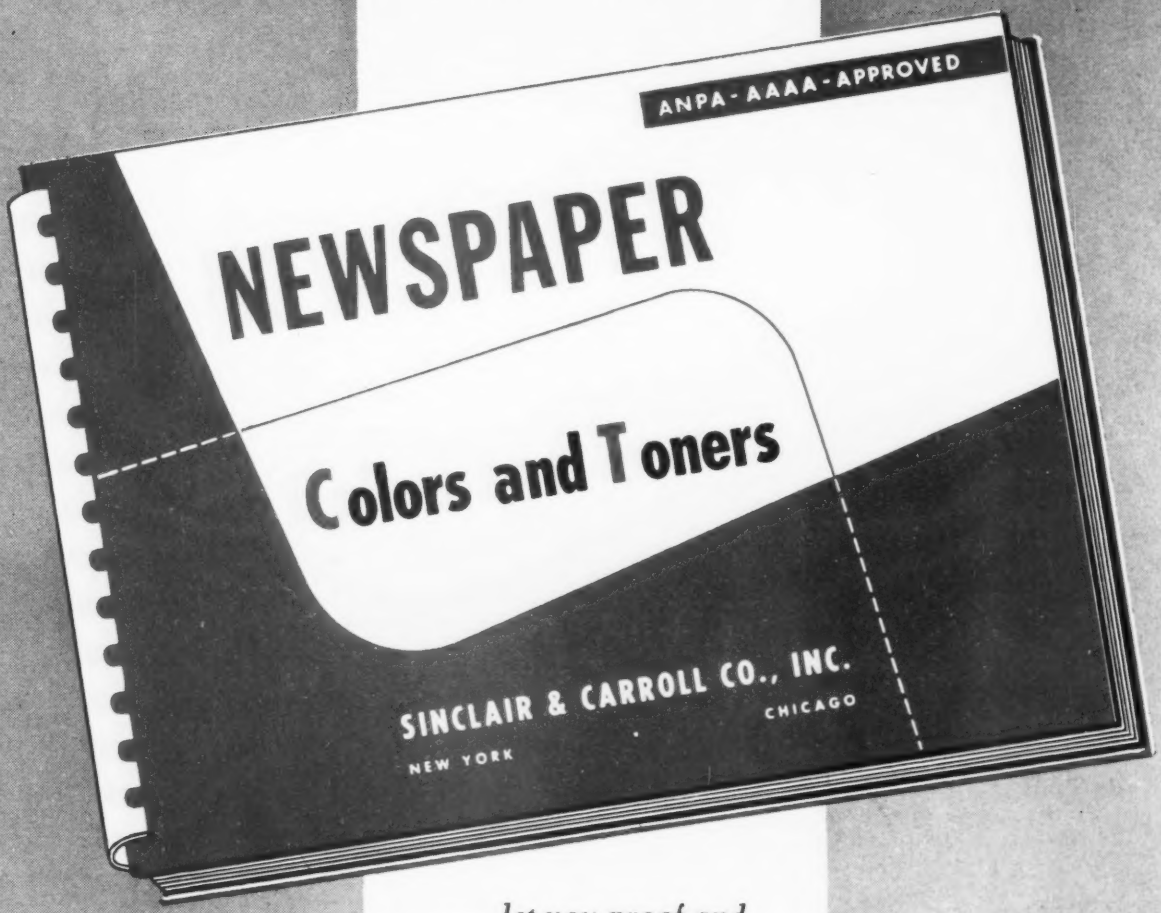
Stay ahead with Cline

46th year of service to the newspaper industry

CLINE ELECTRIC

CLINE ELECTRIC MANUFACTURING COMPANY • 3405 WEST 47th STREET, CHICAGO 32, ILLINOIS • LOS ANGELES 17, CALIF. • NEW YORK 17, N. Y.

APPROVED AAAA-ANPA ROP COLORS



. . . let you proof and run with strict uniformity, maximum clarity

Progressive newspapers the world over are as timely with color as they are with late-breaking news, thanks to Sinclair & Carroll Color Book inks. With cross-mixtures, any color of the rainbow is yours, in your own plant, at a moment's notice. Uniform and perfect, time after time, to guarantee Advertiser satisfaction.

Sinclair & Carroll Company, Inc. 440 W. SUPERIOR ST., CHICAGO
591 11th AVE., NEW YORK

The Government's clarion call to youth

for participation in drastically needed sciences was antcipated by Science Service and cooperating organizations. Our seventeen years of work with boys and girls has been far-reaching . . . it has challenged the alert minds of young scientists-of-tomorrow to more intensive concentration on scientific achievement. We have welcomed them . . . aided them . . . in ascending their high goals in scientific excellence.

Science Service, established in 1921, has given accurate, informative coverage of the top news in science each day . . . each week . . . since that long-ago Spring. Thousands of "firsts" and "exclusives" are in the files of the organization . . . and many are continuing to make headlines and will do so in the future. Every story is backgrounded by *facts* . . . guesses, surmises, are not released. Each writer is a competent scientist, trained to interpret this type of news for the "man on the street," the housewife, today's teenager, each affected by the far-reaching strides of science. Round out your news and features with our authentic, interesting copy and pictures.

***News Report* . . . dynamic reporting on the latest advancements in every major science. Daily. Approximately 900 words. By wire; by mail.**

***News-Feature Packet* . . . Weekly. Exclusive, bylined lead on some phase of science in the news, the timely, interesting column, New Machines and Gadgets, made up of short items on new gadgets, new helps now on the market, Nature Ramblings, stressing the unusual in plant and animal life . . . nature study in capsule form. Each of the three illustrated with prints or mats.**

Map of the Stars . . . Monthly. By James Stokley, well-known writer on astronomy. Illustrated with two semi-circular maps of the heavens. Delightful copy interwoven with mythological reference.

The Ninth National Science Fair

will be held in Flint, Michigan, May 7—10, 1958. This Youth Operation was originated in 1950 to aid young people proficient in scientific study. The amazing growth of the editorial-educational project has proved the enthusiasm, the interest, of newspapers, educational and scientific groups in the ambitions of local boys and girls. Much will be offered the finalists during the meeting in the live host city. Affiliate your own science fair with the national so that the top two—one boy, one girl—can be your own ambassadors to the rest of the nation.

Science Shorts . . . Mailed weekly. 42 one, two and three-line sentences digested from current scientific articles. Several newspapers run a group daily on editorial page; others use as fillers.

Interest-compelling Series

Frequent series—many written at the suggestion of client editors—are released by Science Service. These cover many subjects; from the latest information on missiles and medicines to the intricate gadgets that make for fun as well as information. There is no charge above that for the regular services for our series—"lagniappe" to our cooperating newspapers.

For trial services, samples, information on science fair program, wire or write

SCIENCE SERVICE

1719 N Street, N.W. **Washington 6, D. C.**

Hoe engineering with a

HOE promotes

HOE AT THE TRADE SHOWS:

Local advertising and ROP color get a tremendous impetus from Hoe's "living newspaper" stage setting. World famous designers create for Hoe wardrobes in ROP colors; fashion models dramatize the power of color in newspapers.

plus...

local advertising and ROP COLOR FOR YOU!

HOE MAKES A MOVIE:

"Color Sells Everything," a 30-minute film in sound and color, has been produced by the Hoe Company to help newspapers promote local advertising and the enormous selling impact of *their* ROP color. Hoe makes this film available without charge to any newspaper.

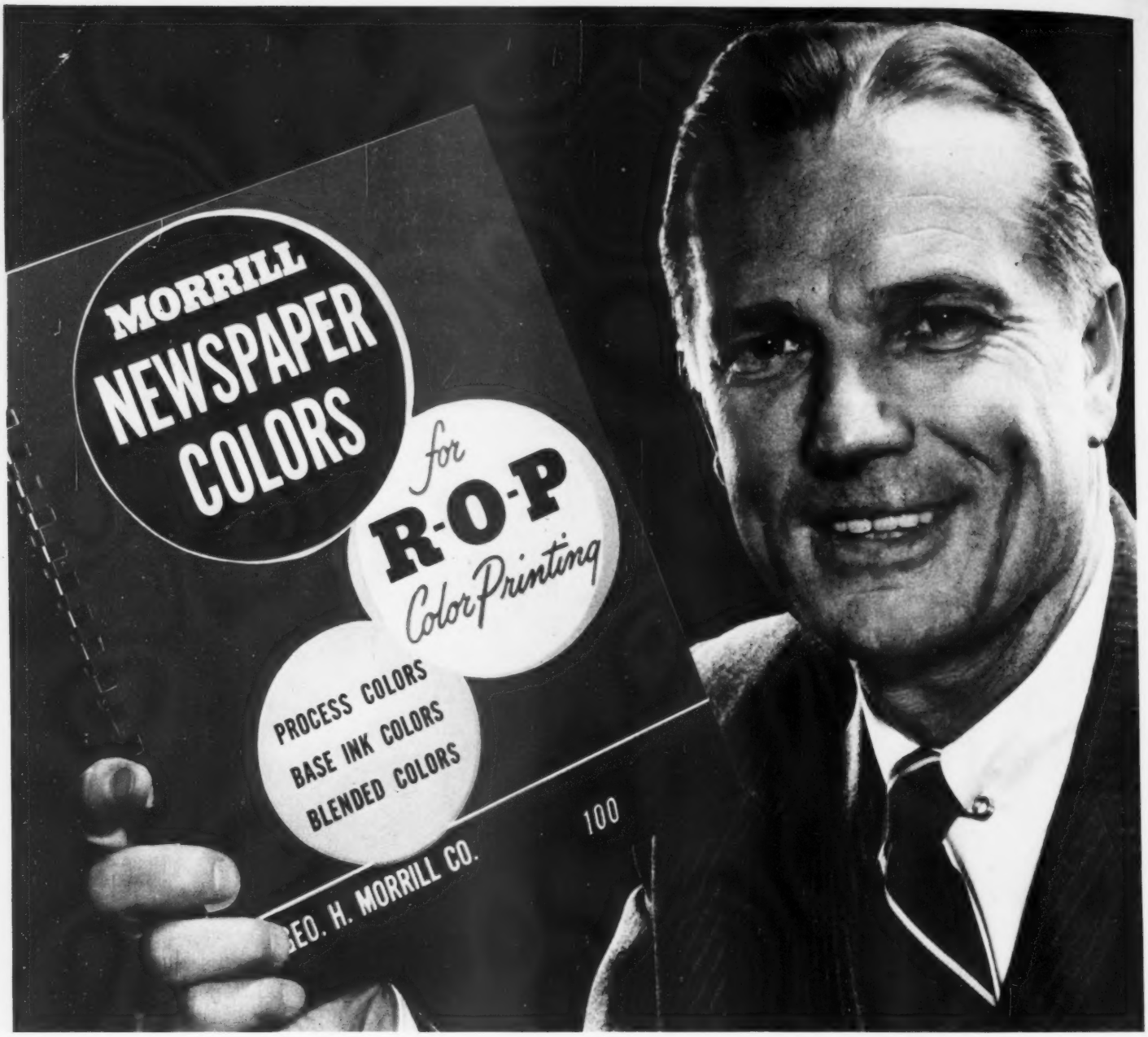
HOE IN THE TRADE PRESS:

Hoe ads drive home the importance of local newspapers and emphasize the added sales magic of ROP color.

R. HOE & CO., INC.

910 East 138th Street, New York 54, N. Y.
Branches: BOSTON • CHICAGO • SAN FRANCISCO

HOE ENGINEERING WITH A PLUS...YOURS FOR 1958!



The Man from Morrill

offers you a greater variety of R.O.P. colors

The Man from Morrill can supply you with the exact colors to meet advertisers' requirements—whether they're ANPA-AAAA Approved Standard inks or special R. O. P. colors.

He also offers the convenience and technical assistance of the Morrill Blending Systems. Morrill's nation-wide network of color-matching and delivery services assures you of receiving the precise colors you need to meet your schedule no matter where you are located.

The Man from Morrill can help make color more profitable for you. He can give you the latest news on inks, complete series of color books, and tank brochures. Remember: he's backed by 118 years of ink formulation experience and laboratory and pressroom research. Why not talk to him about color today?

Geo. H. Morrill Company
A Division of
Sun Chemical Corporation
750 Third Avenue, New York 17, N. Y.

BRANCHES: Chicago · Cleveland · Ft. Worth · Long Island City · Los Angeles · Norwood, Mass. · Philadelphia · Portland, Ore. · San Francisco · Seattle · Detroit, Mich. · Greensboro, N. C.

Your mat molder makes an important announcement

Curved newspaper color plates are now cast directly from Certified ROP Blue Ribbon CC mats

Full page mats, molded by direct pressure and baked on the form under your mat molder's eye and subject to your check . . . such is the advanced way to assure accurate register, clarity and lure in ROP color . . . You get away from the uncertainties of double stereotyping, avoid the disturbances of shrinkage and achieve newspaper color at its attractive best, with the big smash of full page presentation.

All this is made possible by the new Certified ROP Blue Ribbon Mats (UC and CC) the CC being made for tough service in automatic casting equipment and yielding as many as 25 casts without visible wear. Learn about the Blue Ribbon Mat line, choice of discriminating craftsmen for maximum results.

A Blue Ribbon Mat for Every Situation

ROP Blue Ribbon UC Mats

This may well be your choice for ROP Color or general newspaper campaign purposes. It has a sensitive base with coating tough enough to withstand the pull of undercut halftone dots. Suitable for vacuum casting of ROP curved page plates for newspapers.

ROP Blue Ribbon CC Mats

Primarily for curved page casts of newspaper plates by direct pressure, either in the commercial plant or by newspaper stereotyping department. Strong base and coating fit it for multiple casting in Autoplate. As many as 25 casts have been taken from a single mat without sign of mat wear.

Blue Ribbon Regular Mats

Sensitive base and coating adapt it to reproduction of copper, zinc or plastic plates.

Blue Ribbon BC Mats

Soft base with stronger facing to combat undercut halftone dots.

Blue Ribbon UCR Mats

Specially developed for work where undercutting is frequent.

Certified Silvertone Mats

Highest quality for fine commercials and book rendering.

Certified Dry Mat Corporation, 555 Fifth Ave., New York, N.Y.

Makers also of Certified Syndicate Mats and a superior line of newspaper mats.

Certified DRY MATS

Precision Plates for Black and Color Printing

Uniform precision plates—every time, with the Goss PLATE PERFECTOR and TENSION MILLER... with a smoothness that is obtained only by automatic operation.

Accurate color register, directly from the plate image —for finest ROP color, is assured on the TENSION MILLER ...saves time in registering on the press. Plates are registered before pockets are milled.

When you judge and choose plate casting equipment—consider all these modern features: fingertip controls, pneumatic core operation, dial thermostats, timers for action sequences and solidification, individual water circuits, simple adjustments, centralized lubrication, minimum maintenance, safety!

The fixed ring on the core assures a perfect seal on the mat. New design ribbing produces strong plates, eliminating sinks. Massive arch is reinforced with heavy interlocking ribs.

The PLATE PERFECTOR and the Goss TENSION MILLER are designed for integral operations or for operation as individual machines.

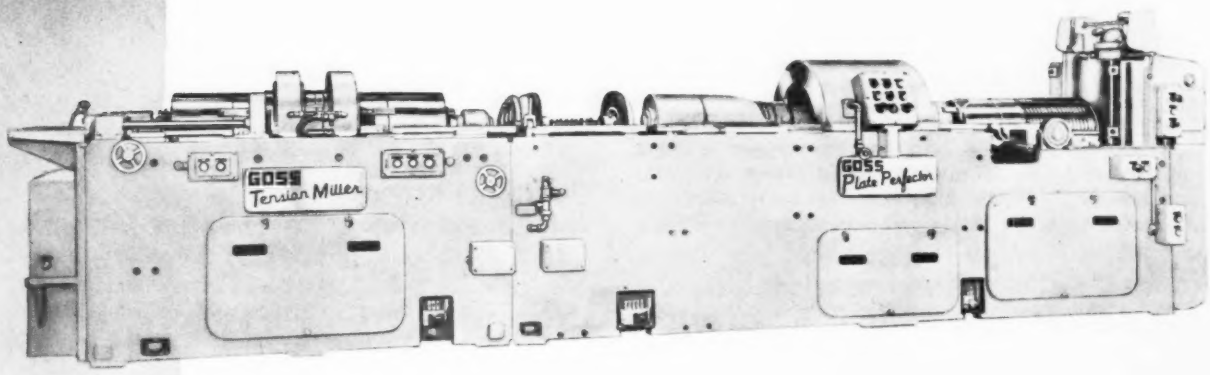
For the finest and the strongest stereotype plates —choose Goss.

LEADING PUBLISHERS PREFER GOSS PLATE PERFECTORS AND TENSION MILLERS FOR ADVANCED DESIGN

*Stockton (Calif.) Daily Record
Monroe (La.) News-Star & World
Boulder (Colo.) Daily Camera
*Fayetteville (N. C.) Observer
Sidney (Ohio) News
Beloit (Wis.) Daily News
Gary (Ind.) Post Tribune
Marietta (Ohio) Daily Times
*Washington (D. C.) Post & Times-Herald
Palo Alto (Calif.) Times
Ravenna (Ohio) Record & Courier-Tribune
Chambersburg (Pa.) Public Opinion
Arlington Heights (Ill.) Paddock Publications
Crawfordsville (Ind.) Journal-Review
Warren (Ohio) Tribune Chronicle
Granite City (Ill.) Press Record
Holland (Mich.) Sentinel
Pomona (Calif.) Progress-Bulletin
Kewanee (Ill.) Star-Courier
Baton Rouge (La.) State Times & Advocate
Jackson (Tenn.) Sun
*Le Petit Journal, Montreal, Canada
Manila (P. I.) Times
Fortaleza (Brazil) Correio do Ceara
Sao Salvador (Brazil) Estado de Bahia
Recife (Brazil) Diario de Pernambuco
*Also use Goss Tension Miller

IN ADDITION, THE FOLLOWING HAVE ORDERED GOSS TENSION MILLERS:

West Palm Beach (Fla.) Post & Times • Corpus Christi (Tex.) Caller & Times • Vancouver (B. C.) Sun • Oklahoma City (Okla.) Oklahoman & Times • San Bernardino (Calif.) Sun • Winnipeg (Man.) Tribune • Mexico City (Mexico) Excelsior • Albuquerque (N. M.) Journal

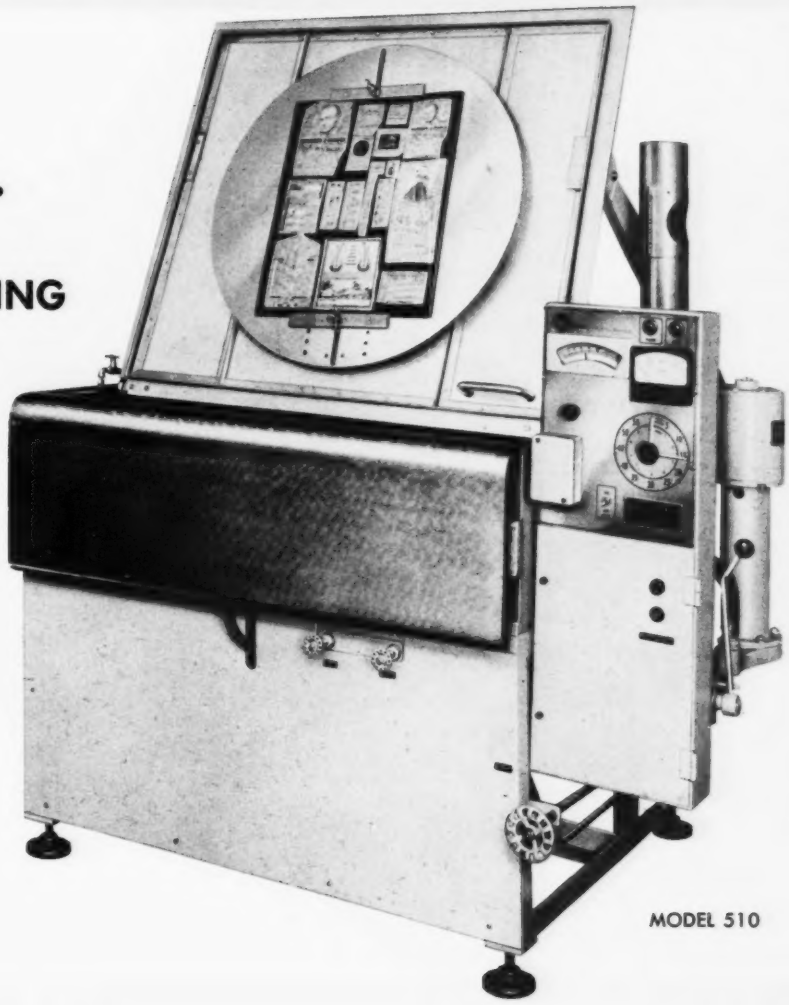


THE GOSS COMPANY 5601 WEST 31ST STREET • CHICAGO 50, ILLINOIS

A Division of Miehle-Goss-Dexter, Inc.

NEW . . .

DOW-CHEMCO POWDERLESS ETCHING MACHINE



ORIGINAL MANUFACTURER
of powderless etching machines under license of the Dow Chemical Company.

MODEL 510

For Powderless Etching of Zinc and Magnesium Line, Halftone and Combination Engravings

Chemco's improved powderless etching machine incorporates many new features developed as a result of manufacturing and servicing nearly 200 of these machines. The new slip-proof, geared belt drive keeps the six full-length paddles turning in proper synchronization. This action, combined with Chemco's unique reciprocating head motion, assures uniform etching of every plate. Other features include a new leak-proof, service-free pump, all stainless steel construction of safety turn plate holder, paddles and etching tank and a lever-operated paddle speed changer. All operating controls are located in a convenient box on the right where they are easy to see and use.

In the Chemco powderless etching machine the refrigerating unit, warranted by Carrier, is located compactly within the machine. As a result the complete etcher occupies less than 28 sq. ft. and is far easier and more economical to install.

Write for complete information. Ask for a demonstration.

For more than 34 years Chemco has developed and manufactured products for the Graphic Arts Industry. We have concentrated on producing the finest possible film, chemicals, cameras and equipment. These products are sold and serviced through our own branch offices by experienced technical specialists. That's why we can say "If it's Chemco, it's best for platemaking".

chemco

CHEMCO PHOTOPRODUCTS CO., INC.

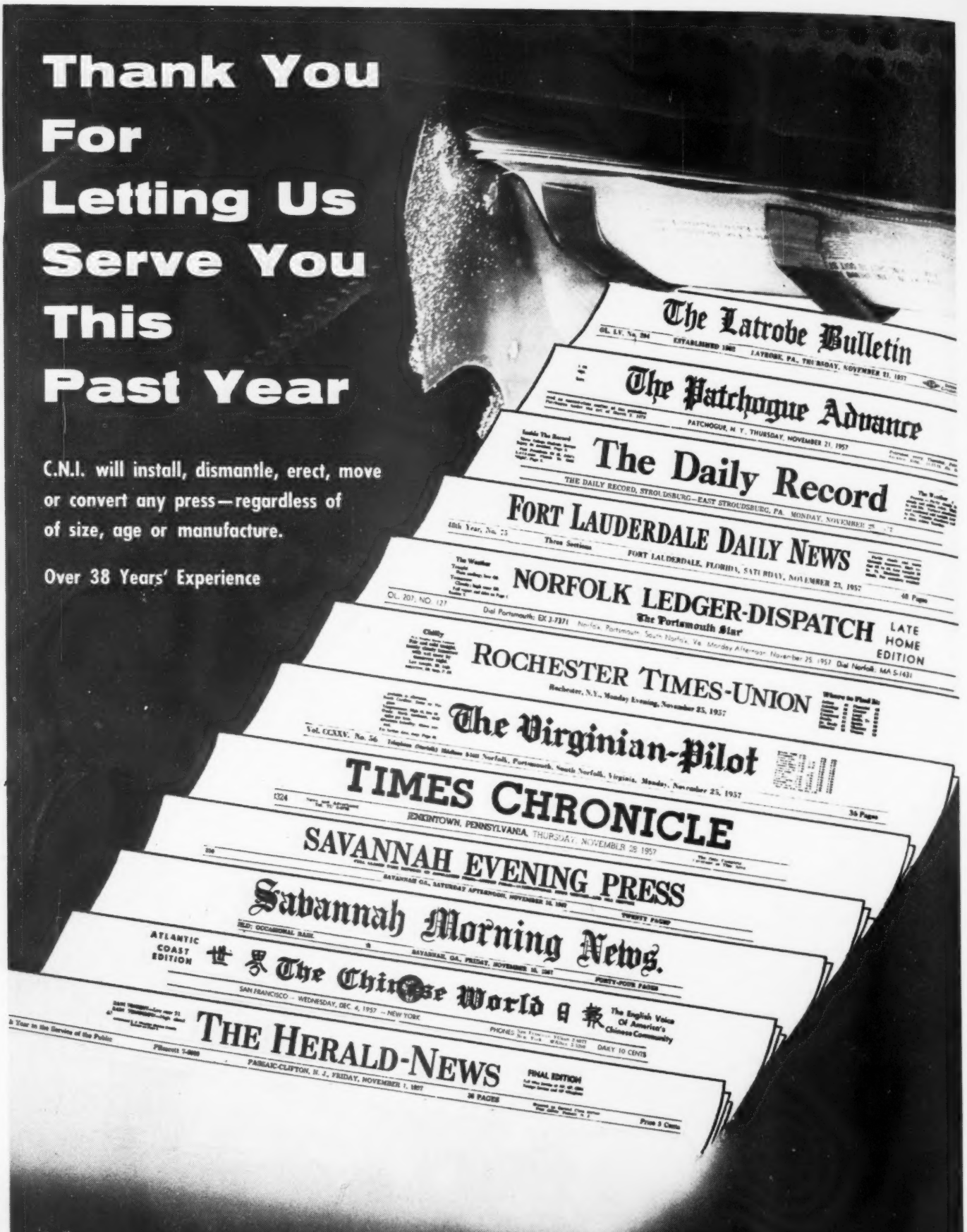
Main Office and Plant—Glen Cove, N. Y.

Atlanta Boston Chicago Dallas
Detroit New Orleans New York

Thank You For Letting Us Serve You This Past Year

C.N.I. will install, dismantle, erect, move or convert any press—regardless of of size, age or manufacture.

Over 38 Years' Experience



CENTRAL NEWSPAPER INSTALLATIONS, Inc.

Subsidiary of Central Rigging & Contracting Corp.

N.Y.C. HOME OFFICE: 575 Washington St., New York 14, N. Y., ORegon 5-5100

ST. PETERSBURG, FLORIDA OFFICE: 1st Federal Bank Bldg., P.O. Box 670, St. Petersburg 5-7404

GREATER EFFECTIVENESS AND FLEXIBILITY

with ROP GOSSCOLOR

Newspapers, advertisers, agencies, art directors and customers are realizing the tremendous effectiveness and flexibility of *ROP Gosscolor*. Goss' influence in color press development has long been recognized...and this is why publishers look to Goss for color equipment.

Goss offers a complete line of presses and stereotype equipment for newspapers of all sizes. Each press—HEADLINER, UNIVERSAL, UNITUBE and DEK-A-TUBE is engineered to serve the needs of individual newspapers.

The HEADLINER—World's No. 1 Newspaper Press—offers the largest variety of color printing arrangements—Tension Plate Lockup perfected by Goss since 1945, and acclaimed as one of the greatest improvements in the printing press in 50 years—Finger Tip Colortrol allows for the pre-setting of color with positive control—Continuous Ink Feed for better ink distribution assuring quality reproduction at all speeds.

The two plate wide semi-cylindrical UNIVERSAL and the UNITUBE press likewise offer full color flexibility. Color cylinders may be mounted over any unit.

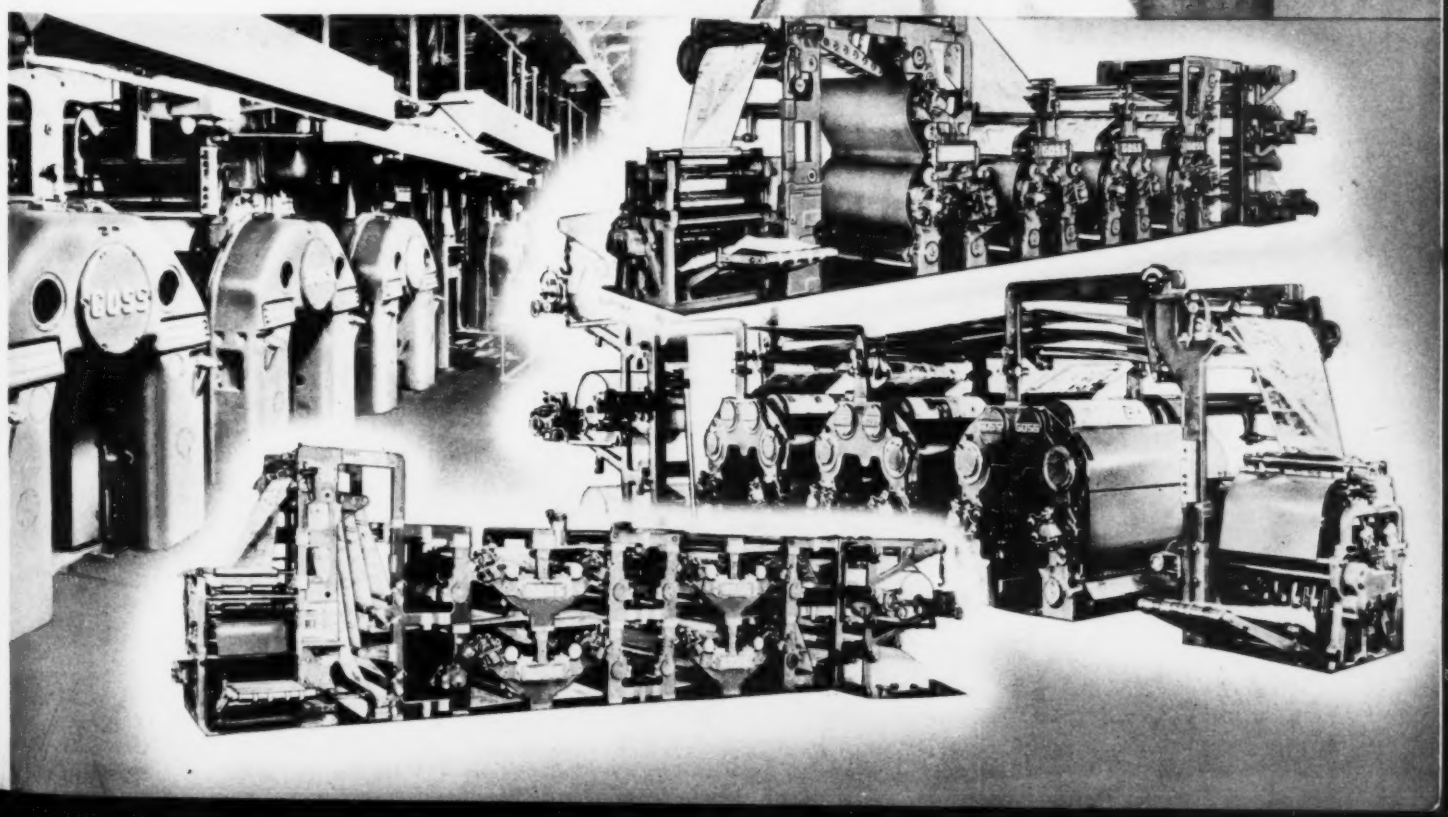
The DEK-A-TUBE also offers advantages in fine color printing with low cost operation and modest initial investment.

Whatever your press needs there's a Goss press designed for your production in this "Glowing Age of Color."

THE GOSS COMPANY

A Division of Miehle-Goss-Dexter, Inc.

5601 West 31st Street • Chicago 50, Illinois



COURIER-POST

CAMDEN NEWSPAPERS INC
CAMDEN NEW JERSEY

OFFICE OF
BUSINESS MANAGER

Cutler-Hammer, Inc.
Printing Equipment Division
8 West 40th Street
New York 18, New York

Attention: Mr. Jesse M. Strong

Dear Jesse:

We moved into our new building nearly two years ago. It is about time we said "thank you" for a number of things:

1. Your company was most helpful to us during the time we were making plans. Our job was a great deal easier because of the battery of Cutler-Hammer engineers who were working in our behalf.

2. During installation of the Cutler-Hammer Press Drive and Controls and the Press Conveyor System, we received excellent cooperation. We may have set some kind of record when we were able to begin operations in the new building exactly on schedule.

3. You have provided outstanding service since we opened. It is reassuring to know that reliable help, advice and service is available at all times and on a moment's notice. Your "after-the-sale" interest in us has been most gratifying.

Please accept for yourself and your associates our sincere thanks.

Cordially yours,

CAMDEN NEWSPAPERS INC.

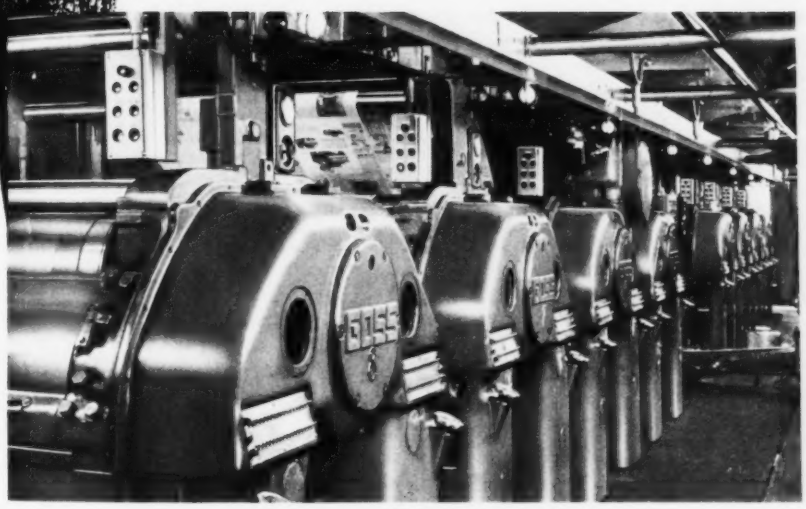
Neal E. Dyer

Neal E. Dyer
Business Manager

NED:nk

Mr. Neal E. Dyer is Business Manager and Mechanical Superintendent for the Camden Courier-Post.

The CAMDEN COURIER-POST proves it pays to keep it simple . . . keep it sturdy . . . keep it CUTLER-HAMMER



The Camden Courier-Post's eight unit Goss Headliner press with a center folder is geared to deliver 52,500 papers per hour with a total capacity of 60,000 papers per hour. The unit press drive and control were provided by Cutler-Hammer.

Two Cutler-Hammer Heavy Duty Newspaper Conveyors receive the papers from the folder and dispatch them to the mailing room for bundling.

CUTLER-HAMMER
MOTOR CONTROL
C-H

When you build a new press plant, expand existing facilities, or modernize an old pressroom; you *too* will find it pays to keep it simple . . . keep it sturdy . . . keep it Cutler-Hammer. Write today for complete information on Cutler-Hammer's unit type or group type press drives and control. Information also available on new Cutler-Hammer Oil-Tight Pushbutton Control Stations. Web Break Detectors, Web severing Devices, and the world's finest Newspaper Conveyors. CUTLER-HAMMER, Inc. 1223 St. Paul Avenue, Milwaukee 1, Wisconsin.

THE OUTSTANDING NEW FEATURES OF THE YEAR

For newspaper comic pages

JUDD SAXON
The first continuity strip based on the drama and romance of the business world

MR. ABERNATHY
The "modern look" in newspaper comic art

SYD HOFF'S "LAUGH IT OFF"
Big-name impact with small-space flexibility

Editorial features

JIM BISHOP: REPORTER
A great writer's word pictures of people, places and events

Newspaper presentations of best-selling books

BARUCH: MY OWN STORY

THE DAY CHRIST DIED by Jim Bishop

TOO MUCH, TOO SOON by Diana Barrymore

THE AUTOBIOGRAPHY OF THE DUCHESS OF WINDSOR

Naturally—they're from

KING FEATURES SYNDICATE

The Newspaper's Greatest Asset

F. J. Nicht, General Sales Manager

57,805,445 Copies A Day

THE number of daily newspapers sold in the United States increased by almost three-quarters of a million copies per day during 1957 bringing the total daily circulation close to 58,000,000 another record high.

Despite a small decline in the number of dailies, both morning and evening newspapers showed total circulation increases with the latter group making the greatest gains. Total Sunday circulations declined imperceptibly.

Based on Sept. 30, 1957, Publishers' Statements and Audit Bureau of Circulations reports, total circulation for 1,755 daily newspapers was 57,805,445 per day. This was a gain of 703,935 copies, or 1.23%, over the similar period in 1956. The number of dailies at the end of 1957 declined by 6 from the previous year.

Total circulation for 309 morning editions as of Sept. 30, 1957, was 23,170,552, a gain of 679,052 copies, or 3.01%. Total circulation for 1,453 evening editions was 34,634,893, an increase of 24,883, or .07%. Circulation of 544 Sunday papers was 47,044,349, a decrease of 117,897 or .24%. ("All-day" papers have been included in both the morning and evening columns, therefore they total more than the actual number of 1,755 daily newspapers. Their circulations, however, are divided between morning and evening and are not duplicated.)

THE number of newspapers and their circulations is based on the tabulation of every daily and Sunday newspaper appearing in this 38th edition of the Editor & Publisher International Year Book Number. The "Ready Reckoner" (next page) gives a state-by-state breakdown of circulation, number of dailies, and minimum advertising rates for morning, evening and Sunday papers in the U.S. and Canada.

Circulation gains were fairly evenly distributed throughout the country. There were only 11 states where the morning and evening circulation total was below a year ago. In most of these states the declines were small. All but two-fifths of the states showed increases in the Sunday field.

The lag in evening circulation gains prevented total daily circulation from going over the 58,000,000 mark this year. Most evening newspapers showed circulation increases during the year. The total picture is distorted by the loss of approximately 275,000 from the Sept. 30 New York figures which was the result of circulation rate increases last summmer.

There was the usual fluctuation of dailies starting and stopping during the year. There were 14 states in which a new paper appeared or an established one disappeared. In some instances these are weeklies that turn into small dailies and vice versa.

In the comparison of circulation by city size, the smallest newspapers had the best record in the totals for the year. The group of papers in cities of less than 50,000 population showed increases for both morning and evening. The group of newspapers in cities above 100,000 population showed losses in their evening totals. Only the group of papers in cities of over 1,000,000 population showed a loss in the morning and evening total. All other groups showed gains in the morning and evening total. In the Sunday field, the group of papers in cities over 500,000 population and the group of papers in cities of under 25,000 showed losses. All others had increases.

The number of daily newspapers in Canada increased by four during the year to 100. There are 18 morning dailies and 83 evening dailies. (One "All-day" paper is represented in both columns but not in the total.) Total morning and evening circulation increased by 17,623 or .45% to 3,890,898.

Canadian morning circulation showed a gain and evening circulation a loss. Totals for 18 morning papers increased 108,476, or 14%, to 882,365. Totals for 83 evening papers declined 90,853, or 3%, to 3,008,533. The number of Canadian Sunday papers decreased by one to 1.2. Sunday or "weekend" circulation declined 43,820 or 2% to 2,124,000.

AS production costs have continued to rise, newspaper advertising rates have gone up. Increases in total circulation have accompanied these rises so that while the total line rate has increased the effect on the milline rate has been small.

In the morning field, the cost of buying one line of white space in 309 papers, for which an advertiser received 31,920,167 circulation (23,170,552 morning circulation plus 8,749,615 evening circulation added through combinations), was $104.60 as of Dec. 31, 1957. The total milline rate was $3.27 which was an increase of only 2.51% over the previous year. These figures compare with a total agate line rate of $99.64 and a milline of $3.19 at the end of 1956 but about 700,000 circulation was added during the year.

In the evening field, the cost of buying one line of white space in 1,453 papers, for which an advertiser receives 44,159,033 circulation (34,634,893 p.m. circulation plus 9,524,140 a.m. circulation added through combinations), was $206.45 at the end of 1957 and the milline was $4.67. The latter was an increase of only .43%. At the end of 1956 the total evening line rate was $202.33; the milline was $4.65. Almost 300,000 circulation was added during the year.

(A comparison of the line rate and the millines for the last 10 years appears on the next two pages.)

TOTAL newspaper advertising linage did not break any records during 1957. However, while total linage was off 2.8%, according to the 52-city report of Media Records, it has been estimated by the Bureau of Advertising, ANPA, that total advertising expenditures in newspapers increased 1% because of rate increases.

Only two classifications of advertising showed gains for the year. Automotive was up 6.7% and financial was ahead 5%. This was the largest volume of automotive in history. For financial it was the largest volume since 1930.

Although total linage was off 2.8% the year 1957 was second only to the volume in 1956. This was true also of retail linage which was down 1.6% for the year. For general, which was down 7.6%, the year 1957 was third in volume to 1956 and 1950 in that order.

Department store linage was down 1.6% but again 1957 was second in volume only to 1956. This was true also of classified which was off 5.4% for the year.

Editor & Publisher would like to thank the hundreds of people who have cooperated to make this 1958 International Year Book possible. We are indebted to correspondents all over the world who have supplied us with listings of daily newspapers in various countries. We are indebted particularly to the executives of U. S. and Canadian newspapers who have supplied us with information about personnel, rates and other data. Without their help it would have been impossible to assemble the names and information contained in this new edition — the only comprehensive directory of the daily newspaper business.

See "Addenda" (last page) for personnel changes announced after press time.

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—United States

* 1,755 Daily Newspapers (309 Morning editions, 1,453 Evening editions) and 544 Sunday Newspapers.

*Asterisks indicate States in which "All-Day" Newspapers are listed in morning and evening columns, and their circulations are divided between morning and evening figures. Adjustments have been made in State and U. S. Totals.

†Texarkana, Ark-Tex. and Bristol Tenn.-Va. circulations are divided between states.

§Circulations of Covington, Ky. papers are also included in Ohio figures, but have been deducted from U. S. Totals.

‡Total number of newspapers, circulation figures and rates have been adjusted to account for double listings mentioned in other notes, and the rate savings made possible through groups contracts in Illinois, New York, Ohio, Pennsylvania and Texas.

STATE	Total Population 1956 Census	ENGLISH LANGUAGE DAILY PAPERS (U. S. A.) Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	NET PAID CIRCULATION SEPTEMBER 30, 1957 Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	NET PAID CIRCULATION SEPTEMBER 30, 1957 Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	NET PAID SUNDAY CIRCULATION SEPTEMBER 30, 1957 Number of Sunday Newspapers	Total Sunday Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Advertisers	Total Line Rate
Alabama	3,135,000	3	15	18	197,163	279,029	476,192	$ 1.40	440,339	197,163	637,502	$ 2.74	637,502	$ 2.74	14	541,827	.....	541,827	$ 2.59
Arizona	1,057,000	4	9	13	137,666	98,793	236,459	.90	128,756	134,470	263,226	1.275	266,422	1.335	5	204,254	31,888	236,142	.99
†Arkansas	1,815,000	6	29	35	149,084	31,533	180,617	.93	226,537	42,220	268,757	2.26	375,621	2.61	8	290,372	6,140	296,512	1.36
California	13,433,000	18	107	125	1,732,164	401,800	2,133,964	7.91	2,868,741	319,357	3,188,098	17.195	4,600,905	22.105	22	3,466,278	177,564	3,643,842	10.86
Colorado	1,612,000	4	22	26	200,950	20,058	221,008	.80	394,512	20,408	414,920	2.24	595,462	2.84	9	611,829	.....	611,829	2.06
Connecticut	2,232,000	6	19	25	204,202	128,491	332,693	1.15	549,974	52,062	602,036	2.67	754,176	3.18	6	458,874	40,029	498,903	1.37
Delaware	402,000	1	2	3	28,512	70,642	99,154	.38	79,982	28,512	108,494	.47	108,494	.47	.....	.....	.....	.....	.....
District of Columbia	866,000	1	2	3	390,649	.....	390,649	1.00	430,554	.....	430,554	1.40	821,203	2.40	2	706,330	390,649	1,096,979	2.68
Florida	3,770,000	13	29	42	818,724	117,695	936,419	3.45	557,546	179,663	737,209	4.46	1,376,270	6.69	29	1,293,470	33,994	1,327,464	6.00
Georgia	3,712,000	6	24	30	379,959	350,146	730,105	2.39	501,839	360,959	862,798	3.66	881,798	3.84	10	792,837	24,089	816,926	2.74
*Idaho	625,000	4	11	14	64,066	32,544	96,610	.59	75,123	48,180	123,303	1.18	139,189	1.30	4	87,418	.....	87,418	.59
*Illinois	9,432,000	10	77	86	1,589,569	462,415	2,051,984	6.66	2,409,857	484,446	2,894,303	12.365	3,999,426	15.665	18	3,114,239	33,322	3,147,561	8.84
Indiana	4,413,000	10	77	87	437,168	389,914	827,082	2.94	1,155,389	429,593	1,584,982	8.59	1,592,557	8.76	18	1,022,541	61,248	1,083,789	4.235
Iowa	2,692,000	4	40	44	301,656	178,539	480,195	1.66	618,829	296,872	915,701	5.125	920,485	5.205	8	794,943	219,313	1,014,256	3.36
*Kansas	2,103,000	4	50	53	202,383	130,233	332,616	1.02	509,120	202,383	711,503	4.34	711,503	4.64	14	495,550	178,004	673,554	2.83
*§Kentucky	3,017,000	6	22	27	302,362	212,902	515,264	1.57	402,954	267,786	670,740	2.95	705,316	3.07	12	509,982	219,293	729,725	2.675
Louisiana	3,004,000	4	15	19	329,265	200,881	530,146	1.43	410,873	329,265	740,138	2.895	740,138	3.035	10	643,400	291,362	934,762	3.135
Maine	910,000	5	4	9	183,747	44,291	228,038	1.05	56,391	82,662	139,053	.67	240,138	1.21	1	96,072	.....	96,072	.35
Maryland	2,812,000	4	8	12	227,216	263,728	490,444	1.43	529,114	227,216	756,330	2.45	756,330	2.45	3	669,891	.....	669,891	1.96
Massachusetts	4,812,000	6	45	51	987,815	748,317	1,736,132	4.47	1,520,450	987,815	2,508,265	9.79	2,508,265	9.63	9	1,534,691	429,557	1,964,248	5.155
Michigan	7,516,000	2	53	55	524,496	.....	524,496	1.33	1,865,069	.....	1,865,069	8.385	2,389,565	9.545	12	2,063,656	53,293	2,116,949	5.65
Minnesota	3,241,000	4	25	29	362,769	437,208	799,977	2.08	656,855	357,432	1,014,287	3.935	1,019,624	3.995	5	904,915	500,747	1,405,662	3.39
Mississippi	2,124,000	4	16	20	69,755	38,152	107,907	.535	202,296	45,930	248,226	1.71	272,051	1.905	10	181,843	.....	181,843	1.095
*Missouri	4,255,000	9	49	57	788,297	462,694	1,250,991	2.76	1,073,364	445,349	1,518,713	5.416	1,861,661	6.606	13	1,461,543	30,828	1,492,371	3.975
Montana	638,000	4	14	18	93,024	33,746	126,770	.74	75,791	93,024	168,815	1.49	168,815	1.49	10	150,698	30,406	181,104	1.32
Nebraska	1,414,000	3	17	20	166,106	165,042	331,148	1.00	282,335	152,436	434,771	2.07	448,441	2.17	6	343,394	.....	343,394	1.21
Nevada	247,000	2	6	8	26,868	17,932	44,800	.33	48,385	13,159	61,544	.615	75,253	.745	3	58,291	17,932	76,223	.52
*New Hampshire	560,000	1	9	9	26,331	26,332	52,663	.24	98,403	26,331	124,734	.94	124,734	.94	1	42,001	.....	42,001	.17
New Jersey	5,403,000	5	20	25	395,262	.....	395,262	1.35	977,386	.....	977,386	4.31	1,372,648	5.66	8	860,723	.....	860,723	2.28
New Mexico	815,000	2	16	18	46,426	.....	46,426	.26	117,104	.....	117,104	1.32	163,530	1.58	13	136,360	.....	136,360	1.23
New York	16,195,000	21	73	94	5,126,812	394,428	5,521,240	15.98	3,549,272	296,642	3,845,914	16.57	8,676,084	30.14	19	9,252,143	216,727	9,468,870	21.80
North Carolina	4,423,000	9	38	47	511,445	146,829	658,274	2.205	522,703	357,796	880,499	4.12	1,034,148	5.006	16	699,477	142,199	841,676	3.16
North Dakota	657,000	2	9	11	34,715	24,071	58,786	.33	124,508	28,926	153,434	1.00	159,223	1.08	2	84,982	24,071	109,053	.53
‡§Ohio	9,096,000	8	90	98	784,671	388,046	1,172,717	3.38	2,625,895	173,977	2,799,872	11.86	3,410,566	13.49	18	2,085,048	34,773	2,119,821	5.88
Oklahoma	2,237,000	8	44	52	296,669	216,795	513,464	1.79	411,672	278,899	690,571	4.02	708,341	4.45	40	633,846	147,786	781,632	4.48
Oregon	1,718,000	4	18	22	260,225	16,774	276,999	1.085	343,936	20,009	363,945	2.275	604,161	3.14	8	586,256	16,774	603,030	2.18
*Pennsylvania	10,964,000	28	99	125	1,391,039	395,523	1,786,562	6.455	2,766,652	321,823	3,088,475	13.643	4,157,691	17.221	16	3,331,776	.....	3,331,776	7.945
Rhode Island	828,000	1	6	7	58,758	146,231	204,989	.58	240,046	58,758	298,804	1.15	298,804	1.15	2	191,336	.....	191,336	.63
South Carolina	2,353,000	8	10	18	323,330	102,753	426,083	1.885	139,606	294,957	434,563	1.945	462,936	2.25	7	347,540	91,816	439,356	1.805
South Dakota	696,000	1	11	12	2,910	.....	2,910	.05	158,615	.....	158,615	1.22	161,525	1.27	4	110,124	25,391	135,515	.78
Tennessee	3,466,000	7	22	29	473,009	336,412	809,421	2.22	538,484	394,715	933,199	3.285	1,011,493	3.985	12	805,621	57,774	863,395	3.07
†Texas	8,925,000	22	89	111	1,161,867	515,300	1,677,167	6.33	1,644,449	651,598	2,296,047	11.4207	2,806,316	13.9307	75	2,449,482	257,323	2,706,805	11.99
Utah	812,000	1	4	5	98,017	85,352	183,369	.42	134,346	98,017	232,363	.81	232,363	.95	4	226,473	.....	226,473	.95
Vermont	370,000	2	8	10	50,258	.....	50,258	.31	43,517	.....	43,517	.57	93,775	.88	1	11,783	.....	11,783	.11
†Virginia	3,651,000	10	22	32	389,057	321,928	710,985	2.59	446,821	365,946	812,767	3.675	835,878	4.015	12	569,180	317,684	886,864	3.17
Washington	2,667,000	6	21	27	324,148	105,761	429,909	1.77	607,403	114,184	721,587	3.425	931,551	4.28	10	834,098	177,655	1,011,753	3.27
West Virginia	1,983,000	9	21	30	243,930	133,472	377,402	1.89	258,547	164,855	423,402	2.595	502,477	2.855	9	401,440	52,922	454,362	2.08
Wisconsin	3,764,000	3	35	38	261,769	52,728	314,497	1.01	846,969	61,344	908,313	4.475	1,108,738	5.005	6	887,085	10,011	897,096	2.24
Wyoming	321,000	6	3	9	36,232	24,155	60,387	.565	31,297	17,001	48,298	.48	67,529	.715	3	37,318	10,452	47,770	.495
‡Totals for U. S.	171,790,000	309	1453	1755	23.170.552	8,749 615	31.920.167	$104 60	34.634 893	9 524 140	44.159 033	$206 4547	57 805 445	$253 6237	544	47.044.349	4,353.016	51.397.365	$161.18
Alaska (E&P Est. '58)	212,500		6	6	.....	.....	.....	.....	48,995	.....	48,995	.69	48,995	.69	1	4,012	.....	4,012	.10
Hawaiian Islands (E&P Est. '58)	540,000	1	4	5	47,107	.....	47,107	.26	127,621	.....	127,621	.715	174,728	.975	2	85,954	.....	85,954	.41
Cities by Population Groups — United States Totals Divided on Basis of Corporate City Limits 1950 Population Census of Daily Newspaper Cities.																			
*More than 1,000,000	.....	17	20	36	7,786,085	303,397	8,089,482	$ 22.28	5,890,709	303,397	6,194,106	$ 18.70	13,676,794	$ 38.50	19	15,625,843	.....	15,625,843	$ 33.99
500,001 to 1,000,000	.....	17	24	41	4,065,353	1,113,775	5,079,128	13.83	4,818,007	1,340,884	6,158,891	17.76	8,883,360	25.475	23	8,333,236	1,396,795	9,730,031	23.06
100,001 to 500,000	.....	78	101	179	7,042,970	4,890,163	11,933,133	33.275	9,226,901	4,661,172	13,888,073	40.85	16,269,871	50.05	98	14,301,200	2,127,641	16,428,841	45.435
50,001 to 100,000	.....	56	115	172	2,465,185	1,455,500	3,920,685	16.08	3,608,547	2,164,715	5,773,262	25.46	6,073,732	26.98	75	4,165,503	343,585	4,509,008	19.50
25,001 to 50,000	.....	57	225	280	1,056,974	841,352	1,898,326	9.89	4,207,255	859,115	5,066,370	31.321	5,264,229	32.601	102	2,464,795	392,400	2,857,195	16.385
*Less than 25,000	.....	84	968	1047	753,985	145,248	999,233	9.245	6,883,474	194,857	7,078,331	70.363	7,637,457	80.0177	230	2,153,772	92,595	2,246,447	22.81

*Includes Dailies

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READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—Canada

*** 100 Daily Newspapers (18 Morning editions, 83 Evening editions) and 12 Saturday-Sunday Newspapers.**

PROVINCE	DAILY NEWSPAPERS (CANADA) Total Population 1951 Census	Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	NET PAID CIRCULATION SEPTEMBER 30, 1957 Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	Number of Week-end Newspapers	NET PAID SATURDAY-SUNDAY CIRCULATION SEPTEMBER 30, 1957 Total Week-end Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Adver-	Total Line Rate
Alberta	.....	1	4	5	35,298	.....	35,298	$ .19	185,979	.....	185,979	$ .74	221,277	$ .92	.....	.....	.....	.....	.....
*British Columbia	.....	4	10	13	173,034	26,560	199,594	1.49	275,292	32,427	307,719	2.04	448,326	3.12	1	32,746	23,213	55,959	$ .32
Manitoba	.....	.....	5	5	.....	.....	.....	.....	200,974	.....	200,974	.72	200,974	.72	.....	.....	.....	.....	.....
New Brunswick	.....	3	3	6	45,108	32,338	77,446	.48	44,503	36,805	81,308	.50	89,611	.58	.....	.....	.....	.....	.....
Newfoundland	.....	1	2	3	9,198	.....	9,198	.065	25,322	.....	25,322	.18	34,520	2.45	3	49,903	.....	49,903	.37
Nova Scotia	.....	2	4	6	67,293	41,149	108,442	.41	79,759	63,379	143,138	.63	147,052	.70	.....	.....	.....	.....	.....
Ontario	.....	2	38	40	311,155	38,732	349,887	1.07	1,401,098	60,050	1,461,148	6.035	1,712,253	6.755	1	838,164	.....	838,164	4.50
Prince Edward Island	.....	1	1	2	14,644	.....	14,644	.11	5,190	.....	5,190	.06	19,834	.17	.....	.....	.....	.....	.....
Quebec	.....	4	12	16	226,635	112,889	339,524	1.07	691,965	11,332	703,297	2.64	918,600	3.16	7	1,203,187	.....	1,203,187	3.01
Saskatchewan	.....	.....	4	4	.....	.....	.....	.....	98,451	.....	98,451	.50	98,451	.50	.....	.....	.....	.....	.....
Totals for Canada	.....	18	83	100	882,365	251,668	1,134,033	$ 4.885	3,008,533	203,993	3,212,526	$ 14.015	3,890,898	$ 16.87	12	2,124,020	23,213	2,147,213	$ 8.20

*Asterisks indicate Provinces in which "All-Day" Newspapers are listed in morning and evening columns, and their circulations are divided between morning and evening figures. Adjustments have been made in Province and Canada Totals.

Cities by Population Groups	Total Population 1951 Census	Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	Number of Week-end Newspapers	Total Week-end Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Adver-	Total Line Rate
Cities by Population Groups — Canadian Totals Divided on Basis of Corporate Limits 1951 Population Census of Daily Newspaper Cities.																			
More than 1,000,000	.....	3	4	7	215,203	.....	215,203	$ .67	433,261	.....	433,261	$ 1.40	648,464	$ 2.03	7	1,203,187	.....	1,203,187	$ 3.01
500,001 to 1,000,000	.....	1	2	3	251,105	.....	251,105	.75	628,601	.....	628,601	1.65	879,706	2.40	1	838,164	.....	838,164	4.50
100,001 to 500,000	.....	3	14	17	178,441	112,889	291,330	1.58	1,099,371	11,332	1,110,703	4.06	1,277,812	5.24	.....	.....	.....	.....	.....
50,001 to 100,000	.....	5	9	14	186,696	123,339	310,035	1.295	264,938	177,698	442,636	1.89	451,634	1.94	3	75,776	23,213	98,989	.61
25,001 to 50,000	.....	2	17	19	20,119	12,293	32,412	.22	328,095	11,816	339,911	2.05	348,214	2.13	.....	.....	.....	.....	.....
Less than 25,000	.....	4	37	40	30,801	3,147	33,948	.37	254,267	3,147	257,414	2.965	285,068	3.13	1	6,873	.....	6,873	.08

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BASIC DATA FOR SPACE BUYERS

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Relation of 1957 Milline Rate to Milline Rate for each of Preceding 9 Years	
MORNING NEWSPAPERS						
12/31/57	309	31,920,167	$104.60	$3.27	.....	.....
		23,170,552 AM Circulation plus 8,749,615 PM Circulation added through combinations				
12/31/56	314	31,221,054	99.647	3.19	Increase $0.08	2.51%
		22,491,500 AM Circulation plus 8,729,554 PM Circulation added through combinations				
12/31/55	316	30,631,081	95.610	3.12	Increase 0.15	4.80%
		22,183,408 AM Circulation plus 8,447,673 PM Circulation added through combinations				
12/31/54	317	30,066,362	90.660	3.01	Increase 0.26	8.63%
		21,705,436 AM Circulation plus 8,360,926 PM Circulation added through combinations				
12/31/53	327	29,867,823	89.790	3.01	Increase 0.26	8.63%
		21,412,474 AM Circulation plus 8,455,349 PM Circulation added through combinations				
12/31/52	327	29,573,584	87.715	2.97	Increase 0.30	10.10%
		21,159,527 AM Circulation plus 8,414,057 PM Circulation added through combinations				
12/31/51	319	29,475,193	82.799	2.80	Increase 0.47	16.78%
		21,222,525 AM Circulation plus 8,252,668 PM Circulation added through combinations				
12/31/50	322	29,318,838	77.986	2.65	Increase 0.62	23.39%
		21,266,126 AM Circulation plus 8,052,712 PM Circulation added through combinations				
12/31/49	329	28,717,706	73.757	2.56	Increase 0.71	27.73%
		21,004,650 AM Circulation plus 7,713,056 PM Circulation added through combinations				
12/31/48	328	28,537,195	71.132	2.49	Increase 0.78	31.32%
		21,081,905 AM Circulation plus 7,455,290 PM Circulation added through combinations				
EVENING NEWSPAPERS						
12/31/57	1,453	44,159,033	$206.45	$4.67	.....	.....
		34,634,893 PM Circulation plus 9,524,140 AM Circulation added through combinations				
12/31/56	1,454	43,879,418	202.330	4.65	Decrease 0.02	0.43%
		34,610,010 PM Circulation plus 9,269,408 AM Circulation added through combinations				
12/31/55	1,454	42,835,735	190.923	4.46	Increase 0.21	4.70%
		33,963,951 PM Circulation plus 8,871,784 AM Circulation added through combinations				
12/31/54	1,448	42,057,968	182.629	4.34	Increase 0.33	7.60%
		33,367,044 PM Circulation plus 8,690,924 AM Circulation added through combinations				
12/31/53	1,458	41,715,066	179,114	4.29	Increase 0.38	8.85%
		33,059,812 PM Circulation plus 8,655,254 AM Circulation added through combinations				
12/31/52	1,459	41,322,296	174.589	4.23	Increase 0.44	10.40%
		32,791,088 PM Circulation plus 8,531,208 AM Circulation added through combinations				
12/31/51	1,454	41,232,983	167.452	4.06	Increase 0.61	15.02%
		32,795,413 PM Circulation plus 8,437,570 AM Circulation added through combinations				
12/31/50	1,450	40,864,607	156.553	3.83	Increase 0.84	21.92%
		32,562,946 PM Circulation plus 8,301,661 AM Circulation added through combinations				
12/31/49	1,451	39,874,772	146.157	3.66	Increase 1.01	27.59%
		31,840,901 PM Circulation plus 8,033,871 AM Circulation added through combinations				
12/31/48	1,453	38,888,060	143.289	3.68	Increase 0.99	26.90%
		31,203,392 PM Circulation plus 7,684,668 AM Circulation added through combinations				
SUNDAY NEWSPAPERS						
12/31/57	544	51,397,365	$161.18	$3.13	.....	.....
		47,044,349 Sunday Circulation plus 4,353,016 Daily Circulation added through combinations				
12/31/56	546	51,407,157	148.931	2.80	Increase 0.33	11.78%
		47,162,246 Sunday Circulation plus 4,244,911 Daily Circulation added through combinations				
12/31/55	541	50,794,199	147.720	2.91	Increase 0.22	7.56%
		46,447,658 Sunday Circulation plus 4,346,541 Daily Circulation added through combinations				
12/31/54	544	50,746,742	140.556	2.76	Increase 0.37	13.40%
		46,176,450 Sunday Circulation plus 4,570,292 Daily Circulation added through combinations				
12/31/53	544	50,892,352	139.811	2.75	Increase 0.38	13.81%
		45,948,554 Sunday Circulation plus 4,943,798 Daily Circulation added through combinations				
12/31/52	545	50,918,126	136.665	2.68	Increase 0.45	16.79%
		46,210,136 Sunday Circulation plus 4,707,990 Daily Circulation added through combinations				
12/31/51	543	50,946,350	129.827	2.54	Increase 0.59	23.22%
		46,279,358 Sunday Circulation plus 4,666,992 Daily Circulation added through combinations				
12/31/50	549	51,164,114	123.539	2.41	Increase 0.72	29.87%
		46,582,348 Sunday Circulation plus 4,581,766 Daily Circulation added through combinations				
12/31/49	546	50,511,470	114.894	2.27	Increase 0.86	37.88%
		46,398,968 Sunday Circulation plus 4,112,502 Daily Circulation added through combinations				
12/31/48	530	49,972,023	111.500	2.23	Increase 0.90	40.35%
		45,968,595 Sunday Circulation plus 4,003,428 Daily Circulation added through combinations				

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Reno (Nev.) Evening Gazette
Reno—Nevada State Journal
Salinas (Calif.) Californian
Visalia (Calif.) Times-Delta
The Western Horseman Magazine

SPEIDEL NEWSPAPERS INC.
Colorado Springs, Colorado

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS

EXPLANATION OF KEY NUMBERS, SYMBOLS AND ABBREVIATIONS

IMPORTANT NOTE: See ADDENDA in rear of YEAR BOOK for last-minute changes.

Col. 1 — City of Publication — Population

Population figures are final figures from the 1950 U. S. Census and final figures from the 1951 Dominion Census in Canadian Section. Subsequent Special Census figures when available are also shown.

ABC-CZ — Audit Bureau of Circulations latest City Zone Populations.

ABC-Par. 15 notations may also include special census figures not elsewhere indicated.

Col. 2 — Newspaper — Day of Publication and Circulation

(d) — daily
(m) — morning.
(e) — evening.
(S) — Sunday.
(m ex Mon) — morning except Monday
(e ex Sat) — evening except Saturday.
(d ex Sun) — daily except Sunday.

Figures preceded by ABC symbol indicate Net Paid (excluding bulk) circulation from ABC Publisher's Statement for period ending September 30, 1957, unless otherwise noted.

All other figures are from the local newspapers' Government statements of Sept. 30, 1957, unless otherwise noted, supplied by the Reference Department of EDITOR & PUBLISHER, where a most complete, permanent record of such reports is kept on file.

Col. 3 — Advertising Rates

Maximum and minimum rates per line for general (national) display advertising.

Col. 4 — Political Policy — Services — National Advertising Representatives

(I) — Independent.
(R) — Republican.
(D) — Democrat.
(I-D) — Independent Democrat.
(I-L) — Independent Liberal.
(I-R) — Independent Republican.
(Li) — Liberal.
(La) — Labor.

CANADIAN KEY

(I-C) — Independent Conservative.
(I-L) — Independent Liberal.
(CLi) — Liberal.
(C) — Conservative.
(L-C) — Liberal-Conservative.
(P-C) — Progressive Conservative.
(CCF) — Cooperative Commonwealth Federation.
(SC) — Social Credit.

NEWS SERVICES

(AP) — Associated Press.
(BUP) — British United Press.
(CanP) — Canadian Press.
(CDN) — Chicago Daily News.
(CNS) — Copley News Service.
(CT-NYN) — Chicago Tribune-New York News.
(DJ) — Dow Jones.
(INS) — International News Service.
(NANA) — North American Newspaper Alliance.
(NYHT) — New York Herald Tribune Service.
(NYT) — New York Times Service.
(RN) — Reuters News Agency.
(SC) — Southam Cables News Service.
(SHNA) — Scripps-Howard Newspaper Alliance.
(TS) — Toronto Star News Service.
(UP) — United Press Association.

ADDITIONAL SERVICE

(*) — Paper carries Rotogravure Section. Letter indicates day of publication.
(J) — Paper operates a job plant.
Price (5¢, & 20¢, etc.) indicates retail sales prices of the newspaper.

Cols. 5-10 — Ownership and Chief executive — Personnel

Letters following names indicate executive position held by each individual.

CIRCULATION IN THIS COL

CIRCULATION (CM)

CLASSIFIED (CAM)

For list of contents, see INDEX in back of Year Book.
For Marketing Information, see Editor & Publisher Market Guide.

NOTE: See ADDENDA (last page of book) for changes occurring after this section went to press.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ALABAMA									
ANNISTON 31,066 40,586-ABC-CZ	Star, 14 W. 11th St., Tel.: AD 6-1551 (e) ABC 19,028 .15 Sunday edition (S) ABC 19,316 .13	Flat Flat	(D) (AP, UP) (5¢, 10¢S, 40¢w-d&S, $1.75mo) (The John Budd Co.)	Consolidated Pub. Co. H. M. Ayers, Pres.-Pub.	H. M. Ayers (e) Wilfred Galbraith (assoc. ed) Geo. Lang (asst. ed) Taylor Smith (me) Cody Hall (ce)	A. E. McCants (ne) Paul Cox (sp) Mrs. J. R. M. Alston (we)	Ralph W. Callahan (bm) Arthur Phillips (cm) CIR. MGR.	R. W. Callahan (ad-mga) Lyon Crichton (ram) Lola Bright (cam)	Loui Devine (ms)
BIRMINGHAM 326,037 566,423-ABC-CZ-Par. 15	Post Herald, Zone 2, Tel.: FA-3-5381 (m) ABC 98,085		(I) (AP, SHNA, UP)	Birmingham Post Co. John W. Frierson, Pres.	James E. Mills ..... (e-PH) W. P. Lindley (me-PH) Duard LeGrand (ce-PH)	Lawrence Fiquett (ne-PH) Naylor Stone (sp-PH) Floy Seals (we-PH)			
	News (e) ABC 188,151 .... Combined daily (me) ABC 286,236 .75 News (S) ABC 223,499 .68	 Flat Flat	(I) (AP,NANA) (*S) 5¢, 20¢, 50¢w-m or e&s $2.20mo-m or e&s) Kelly-Smith Co.)	Birmingham News Co. Clarence B. Hanson, Jr., Pres.-Pub.	Charles A. Fell (ed-in-ch) McClellan Van der Veer (e) E. L. Holland (asso. ed) Vincent Townsend (me) William M. Ennis (asst. me) James R. McAdory, Jr. (asst. me) Clancy Lake (ce)	William M. Ennis (ne-N) Wendell Givens (SU-N) Zipp Newmann (sp-N) Alyce Walker (we-N)	Harry B. Bradley (gm)... James H. Couey, Jr. (asst. gm) D. R. Wood (cm) John W. Frierson (asst. gm) Robert P. Hunter, (com.)	Geo. R. Clark (ad)..... Harris Emmerson (mga) Michael J. White (ram) Ray E. Faherty (cam)	Bernard Feld, Jr. (pm-apm-rd) W. R. Calhoun (prod. mgr.)

The Birmingham News and Birmingham Post-Herald are corporately and editorially separate, but as of May 15, 1950 merged the business, circulation, and mechanical operation under the ownership and direction of the Birmingham News Company, which publishes the Birmingham News and is agent for the Birmingham Post-Herald, in the News plant.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
DECATUR 19,974 22,551 (Spec. U.S. '55 Census) 21,932-ABC-CZ 25,387-ABC Par. 15	Daily, 101 Johnston St., S.E., Dial EL 3-4612 (e ex Sat.) ABC 13,152 .10 Sunday edition (S) ABC 13,178 .10	Flat Flat	(D) (AP) (5¢d, 10¢S, 40¢w-d&S, $1.75 mo) (Wallace Witmer Co.)	Tenn Valley Ptg. Co., Inc. Barrett C. Shelton, Pres.-Pub.	Barrett Shelton (e-eep) Jack Walden (me)	Philip Kyle (sp) ..... Fannie Richardson (we)	Barrett C. Shelton (gm-bm) H. M. Layman (cm)	W. S. Finch (ad-ram) Mrs. Elizabeth Sandlin (mga) Frank Hood (cam)	H. M. Safley (ms)
DOTHAN 21,584 28,820 (Spec. U.S. '56 Census) 28,820-ABC-CZ	Eagle, Tel.: 4-2000 (e ex Sat.) ABC 23,832 .15 Sunday edition (S) ABC 24,370 .15	Flat Flat	(I) (AP, UP) (5¢d, 15¢S, 35¢w-d&S, $1.55mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Dothan Eagle, Inc. ..... Ralph Nicholson, Pres.-Pub.	Nat C. Faulk (e) ..... Ed Driggers (me)	Doug A. Bradford (sp).. Mrs. Lois Hall (we)	J. T. Lane, Jr. (gm)..... Miri Crosby (cm)	Wallace Miller (ad-mga) John Henderson (ram) Gene Bowers (cam)	Wallace Miller (pm) Joe Kelly (ms)
FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS 23,879—Florence 10,767—Sheffield 6,734—Tuscumbia 1,937—Muscle Shoals Spec. U.S. '55 Census: 27,465—Florence 13,327—Sheffield 8,193—Tuscumbia 43,723-ABC-CZ 51,798-ABC Par. 15	Times, 219 West Tenn. St., Tel.: At 2-5581 (e) ABC 9,987 ..... Tri-Cities Daily (e) ABC 9,312 ..... Comb. (e) ABC 19,299 .12 Times (S) ABC 9,791 ..... Tri-Cities Daily (S) ABC 8,750 ..... Comb. (S) ABC 18,541 .12	Flat Flat Flat Flat Flat Flat Flat	(I-D) (AP) (J) (5¢, 15¢S, 45¢w, $1.95 mo) (Wallace Witmer Co.)	Tri-Cities Pub. Co. ..... J. L. Meeks, Jr., Pub.	Louis A. Eckl (eep-e-me)	Ben Knight (ne-T&TCD) Hap Halbrooks (sp-T&TCD) Nell Cheney (we-T) Cora C. Gaskins (we-TCD)	L. H. Baker (gm-bm) ..... Hunter Allen (cm-T) Charles Brown (cm-TCD)	Francis Howard (mga) D. H. Bowling (ram) Bill R. Backvold (cam)	Francis Howard (pm-apm)
GADSDEN 55,725 64,728-ABC-CZ	Times, 401 Locust St., Zone 1, Tel.: LI 3-4521 (e) ABC 24,825 .17 Sunday edition (S) ABC 24,463 .17	Flat Flat	(D) AP, (INS), (5¢d, 15¢S, 45¢ w-d&S, $1.95mo) (General Advertising Service)	The Gadsden Times, Inc. Frank Helderman, Pub.	Frank Helderman (e) Charles Ryan (me)	Don Cox (sp)..... Virginia Stevens (we)	Jack Goza (cm)	Thomas Gregory (am) J. D. Pinson, Jr. (ram)	.....

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HUNTSVILLE 16,437 49,559 (Spec. U.S. '56 Census) 51,652-ABC-CZ Par. 15	Times, S. Memorial Parkway (e ex Sat.) 22,914 Sunday edition (S) 22,924	.16 Flat .16 Flat	(I-D) (AP) (CDN) (5¢, 15¢S, 40¢w-d&S, $1.75) (Kelly-Smith Co.)	The Huntsville Times Co., Inc. Jack Langhorne, Pub.	R. T. Amis (eep-e- Will C. Mickie (me) Malcolm Thomas (ce)	James K. Hutsell (ne)... John Thompson (sp) Mrs. Sarah Baker (we)	R. M. Buchanan (bm)..... A. L. Smith (cm) W. C. Lewis (com)	R. M. Buchanan (ad) ... R. H. Kelly (mga) C. B. O'Reilly (ram) B. K. Bagwell (cam)	T. A. Winston (ms) C. Wilkinson (prod-m)
MOBILE-PRICHARD-CHICKASAW..... *'56 Spec. Census *173,849 * 27,585—Prichard 4,920—Chickasaw 220,931—ABC-CZ 223,804—ABC-Par. 15	Register, Zone 9, Tel.: 3-1551 (m) 37,600 Press (e) 67,566 Combined daily (me) 105,186 Press Register (S) 83,342	.... .35 Flat .35 Flat	(I-D) (AP, UP, INS) (5¢d, 15¢S, 30¢w-d, 45¢w-d&S, $1.95 mo-d&S, $1.30 mo-d) (The John Budd Co.)	Mobile Press Register, Inc. Ralph B. Chandler, Pres.-Pub.	Geo. M. Cox (exec. e) Tip Mathews (eep-P) Caryle A. Ward (eep-R) William G. Cain (ce-R) Maurice W. Castle, Jr. (ce-P)	Hal Brown (ne-R)..... Don Greenwood (ne-P) Fallon Trotter (Su) Vincent Johnson (sp-R) Dennis Smitherman (sp-P) Tommye Dunagan (we-R) Mrs. Cornelia Turner (we-P)	Wm. J. Hearin, Jr. (gm-bm) Frank W. Barter (cm) Alvin A. Johnson (com)	Burt Schwarz (cam) .... John W. Winter (ram) P. D. Beville, Jr. (natl. am)	J. M. Duncan (apm) T. C. McLemore (ms)
	NOTE: Sat. (m) 34,217 (e) 62,247 Combined Sat. (me) 96,464								
MONTGOMERY..... 106,525 112,247-ABC-CZ 135,271-ABC Par. 15	Advertiser, 107 Lawrence St., Zone 2, Tel.: 2-1611 (m) 61,478 Journal (e) 23,292 Combined daily (me) 84,770 Advertiser (S) 78,186	.... .30 Flat .30 Flat	(D) (AP, UP) (5¢d, 15¢S, 45¢w-m&S, 75¢me&S) (Kelly-Smith Co.)	The Advertiser Co. .... R. F. Hudson, Sr., Pres.-Chairman of the Board) R. F. Hudson, Jr., Pub.	Grover C. Hall, Jr. (e-in-chief-A) C. M. Stanley (e-in-chief-J) E. A. Shelnutt (me-J) Frank Gordy (ce-J) L. P. Patterson (me-A) Jim Strickland (ce-A)	Max Moseley (sp-A)..... G. C. Hall, Jr. (Su) Sam Adams (sp-J) Madera A. Spencer (we-A) Katherine Tyson (we-J)	A D. Potter (cm).....	P. W. Walsh (ad) ..... J. Guyton Parks (asst. am-ram) Bob Uhlich (mga) A. Les Daughtry (cam)	Joe Azbell (pm)
MUSCLE SHOALS	See Florence—Sheffield—Tuscumbia—Muscle Shoals								
MUSCLE SHOALS 1,937	Sun (Mex *5,500 .... Mon.) *Oct. 15, 1957 initial issue.	..... (UP)							
OPELIKA..... 12,295	News (e) 4,431	.05 Flat	(D) (AP) (5¢, 20¢w) (none)	Opelika Daily News, Inc. W. H. Wilson, Pres.	W. H. Wilson (e).....	W. L. Blackmon (sp) .... Mrs. J. B. Graves (we)	W. C. Wear (bm) ..... P. C. Oliver (cm)	W. C. Wear, Jr. (ad).... Mrs. Mable H. Collins (mga)	E. P. Blackmon (ms)
SELMA..... 22,840 27,575 (Spec. U.S. '56 Census)	Times-Journal, Tel.: 4-7001 (e ex Sat.) 10,469 Sunday edition (S) 10,469	.09 Flat .09 Flat	(D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (none)	The Selma Times Journal Pub. Co. Mrs. F. T. Raiford, Pres.-Pub.	E. B. Field (e-me) ... O. S. Wynn (ce)	E. B. Field (ne-Su)..... William A. Wise (sp) Miss Eunice Apperson (we)	Mrs. F. T. Raiford (gm-bm) James D. Maddox (cm)	Frank Ford (ad) ..... Miss Elva Stewart (cam)	Charles W. Calhoun (ms)
TALLADEGA..... 13,134 17,670 (Spec. U.S. '56 census)	Home & News, 152 N. East St., Tel.: EM 2-4128 (e & S ex Sat.) 3,833 Sunday edition (S) 3,833	.07 Flat .07	(I) (AP) (5¢d, $1.30 mo) (Newspapers South, Inc.)	Talladega Publishing Co. Jos. L. Wallis, Pres. Tom Abernethy, Vice-Pres. Cecil Hornady, Pub.-Secy.-Treas.	Cecil Hornady (e)..... Tom Abernethy (e-eep) Joe L. Wallis (asso.-e) Tom Abernethy (asso.-e)	Mrs. Ila Davis (we).....	Vernon Hudgins (ad-mga). Cecil Hornady (gm) J. L. Wallis (bm) Billy Smith (cm)	James H. Young (ad-mga-ram) Mrs. Tom Abernethy (cam)	Ernest Denton (ms)
TROY..... 8,555 11,750-CZ Loc. Est. '57	Messenger, 111 N. Three Notch, Tel.: 580-581 (e ex Sat.) 3,096 Herald (S) 3,318	.06 Flat .06 Flat	(I-D) (AP) (5¢d, 5¢S, 25¢w, $1.10 mo) (none)	Troy Newspapers, Inc. Glenn Jones, Pres.-Pub.	Miss Elsie Brown (e)	Mrs. Robert Howard (Su-we) Jimmy Vance (sp)	Glenn Jones (gm)..... M. F. Boisclair (bm) Mrs. H. Smythe (cm)	M. F. Boisclair (ram).. Glenn Jones (mga) Mrs. H. Smythe (cam)	R. Key (ms)
TUSCALOOSA-NORTHPORT..... 46,396—Tuscaloosa 3,885—Northport 57,324-ABC-CZ	News, Tel.: 2-5531 (e) 16,431 Sunday edition (S) 16,388	.13 Flat .13 Flat	(I-D) (AP) (*S) (5¢, 15¢S, 45¢w-d&S, $1.90 mo) (General Advertising Service, Inc. and Lew Hohl, & Harley L. Ward)	Tuscaloosa Newspapers, Inc. Buford Boone, Pres.-Pub.	Norman Bassett (eep-e) Ben Davis (me-ca)	Claude Malone(ne) ..... Charles Land (sp) Mrs. Doris Pugh Flora (we)	Eugene Hamilton (bm)..... Robt. K. Gilmore (cm)	James M. Ward, Jr. (ad) Mrs. Ellen LaCour (mga) Bill Bonner (ram) Harold Wilson (cam)	.....

ALASKA

ANCHORAGE 11,254 30,000 City limits (Loc. Est. '57) 125,000-CZ 3rd Div. '57	News, Third Ave. at C St., Box 1660, Tel.: 2-2401 (e) 11,973	.10 Flat	(R) (UP) (J) (10¢, 35¢w, $1.75 mo) Don Pickens & Co.	Northern Pub. Co., Inc. Norman C. Brown, Pres.-Pub.	Norman C. Brown (eep-e) Cliff Cernick (me) Pat Wolfe (ce)	Wm. Prochnau (sp) ..... Mary Ann Dehlin (we)	Norman C. Brown (gm)... Blanche S. Brown (bm) Larry Suezle (cm)	Wm. Hunt (ad).....	T. C. Schmidtke (ms)
	Times, 820 4th Ave., Tel.: 5-6201 (e) 18,503	.15 Flat	(I) (AP) (10¢d, $1.75 mo) (West-Holliday Co., Inc.)	Anchorage Times Pub. Co. Robert B. Atwood, Pres.-Pub	Robert B. Atwood (eep-e) Bernard Kosinski (me) Howard Lewis (ce)	Bernard Kosinski (ne) Alma Kahrs (we)	Clarence Halling (gm-bm) Harry Stiver (cm)	Kenneth Laughlin (ad) Jack McCahil (cam)	Arden Benthein (pm) Roy West (ms)
FAIRBANKS..... 5,771 15,257 '57 est. 56,114-CZ Loc. est. (Incl. Military)	News-Miner, 514 2nd Ave., Tel.: 6661 (e) 9,495	.14 Flat	(I-R) (AP, UP) (15¢d, $2.75 mo) (West-Holliday Co., Inc.)	Fairbanks Pub. Co..... C. W. Snedden, Pres.-Pub.	George Sundborg (eep-e-me) Chas. Hoyt (ce)	John Thompson (ne) Douglas A. Thomas (sp) Margaret Hornbeck (we)	C. W. Snedden (gm-bm).. Darrell Kuhn (cm) Z. G. Trafton (com)	Herschel V. Jones (mga) Dalton S. Foster (cam)	.. Ken Wray (ms)
JUNEAU..... 5,956 9,560 local est. CZ	Empire, P. O. Box 1991, Tel.: 6-3740 (e ex Sat.) 4,012 (S) 4,012	.10 Flat .10 Flat	(I) (AP, CT-NYN) (NYHT) (J) (15¢d, 20¢S) ($2.25 mo) (Western Dailies)	Wm. Prescott Allen, Pres.-Pub.	Hod Campbell (eep-e)	Hod Campbell (ne-sp)... Dorothy Pegues (we)	Morgan Coe (gm)..... Sigrid Dull (cm) Morgan Coe (bm)	Richard Smith (ad) E. Kirkbride (cam)	Gary Carnes (ms)
KETCHIKAN..... 5,202 7,500 Loc. Est. '56	News, Tel.: 3157 (e) 3,012	.10 Flat	(I-R) (AP) (J) (10¢d, $2.00) (West-Holliday Co., Inc.)	Pioneer Ptg. Co..... Paul S. Charles, Pres. Pub.	Sid D. Charles (eep-e) Gene Brice (me-ce)	Gene Brice (ne)..	Paul S. Charles (gm)..... M. J. Flood (bm) Ellen Finney (cm)	M. J. Flood (ad-mga-ram) Ruth Moore (cam)	M. J. Flood (pm-apm)
SITKA ..... 2,086 8,000-CZ local est.	Sentinel, Box 799, Tel.: 9 (e) *810 *Circulation in trade zone: 2,000.	.10 Flat	(I) (AP) (J) (15¢d, $1.50mo) (none)	Arrowhead Press ..... H. A. Veatch, Pres.-Pub.	H. A. Veatch (eep-e-me) Ernestine C. Veatch (ce)	Ernestine C. Veatch (ne-we) H. A. Veatch (sp)	Harold A. Veatch (gm).... Ernestine C. Veatch (bm-cm)	Ernestine C. Veatch (ad-mga-ram-cam)	H. A. Veatch (ms)

ARIZONA

BISBEE 3,801	Review, Tel.: HEmlock 2-2231 (mexMon.) 3,196 Sunday edition (S) 3,196	.06 Flat .06 Flat	(D) (AP) (J) (5¢, 5¢S, $1.20mo-d&S) (John W. Cullen Co.)	Cochise Pub. Co. ..... Cleveland E. Dodge, Pres.	.....	.....	John W. Newett (gm) ..... N. L. Pavlovich (bm) Geo. Schluter (cm)	Scott P. Shaffer (ad-cam)	.....
DOUGLAS..... 9,442	Dispatch, 526-530 Eleventh St., Tel.: EMpire 4-3424 (e exSat.) 3,563 Sunday edition (S) 3,563	.06 Flat .06 Flat	(I-D) (AP) (J) (7¢d, 7¢S, 30¢w) (West-Holliday Co., Inc.)	Douglas Pub. Co. ..... J. Newell Johnston, Pres.	J. Newell Johnston (e) Charles Gudaitis (me)	Don Schellie (sp)	J. Newell Johnston (gm).. Carl Reece (cm)	Frank Hatt (ram) ..... Mrs. C. V. Richards (cam)	.....
FLAGSTAFF ..... 7,663 C.Z. 1957 Est. 22,000	Arizona Daily Sun (e ex Sun.) 6,683	.09* Flat	(I) (AP) (J) (10¢, $1.65m) (Gilman, Nicoll & Ruthman)	Flagstaff Pub. Co. Inc. Burl C. Hagadone, Pres. Platt Cline, Pub. (Scripps League)	Platt Cline (eep) ..... Ken Wayman (ce)	Kenneth Wayman (ne) Bill Deaver (sp) Mary Lou Torgerson (we)	Platt Cline (gm) ..... A. C. Withers (cm) Howard Mendenhall (com)	W. B. Mitchell (ad)..... Clarence Shartzer (ram) Jerry Auyer (cam)	Platt Cline (rd) W. B. Mitchell (pm) Duke Luna (ms)

*13 when combined with Coconino Weekly Sun, combine circulation 8,200.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MESA 16,790 25,000 Loc. Est. '56	Tribune, 120 West 1st Ave., Tel.: WO 4-5661 (e) 5,237	.08 Flat	(I) (UP) (J) (5¢, $1.00 mo) (none)	Tribune Pub. Co. D. W. Calvert, Pres.-Pub. R. W. Calvert, Asst. Pub.	Kent S. Ferguson (eep-e) Bob Shirley (ce)	Tom Diskin (sp)	G. H. Grosvenor (bm)	Chris Fluhr (ram) Francis Ford (cam)	Dixon Sumpter (ms)
NOGALES 6,153	Herald, Tel.: 700 (e) 2,975	.06 Flat	(I) (AP) (J) (5¢d, $1.15 mo) (West-Holliday Co., Inc.)	H. R. Sisk (Sole Owner) H. R. Sisk, Pub.	A. L. Sisk (me)	Joan Henley (we)		H. R. Sisk (am)	T. L. Scooler (apm)
PHOENIX 106,818 107,373 (Spec. U.S. '56 census) 267,966-ABC-CZ 394,151-ABC Par. 15	Republic, 120 E. Van Buren St., Tel.: ALpine 8-8811 (m) 104,365 Gazette (e) 62,014 Combined daily (me) 166,379 .51 Flat Republic (S) 150,628 .48 Flat		(I) (AP, UP, INS, NANA) (10¢, 20¢S, 50¢w-m, 30¢w-e, (Kelly-Smith Co.)	Phoenix Newspapers, Inc. Eugene C. Pulliam, Pres. & Pub. Harry Montgomery, Asst. to Pub.	Donald C. Urry (eep-G) Frederic Marquardt (ed-r) R. W. Barry (me-G) Orien W. Fifer, Jr. (me-R) Charles Barton (ce-G) William Hermann (ce-R)	Glenn Taylor (ne-G) John Wheeler (ne-R) Josephine Davidson (Su-R) Frank Gianelli (sp-R) Bob Allison (sp-G) Mary Lou Loper (we-G) Margaret Savoy (we-R)	Oliver King (bm) Edgar W. Johnson (cir. Dir.) Robert Dunst (cm-R) Alfred Swabb (cm-G)	Charles Hoover (ad) Chas. E. Treat (mga) G. M. Dean (ram) Leland M. Hover (cam)	James C. Quayle (pm) Randall Barton (prod. mgr.)
PRESCOTT 6,764 9,283 (Spec. U.S. '56 census)	Courier-Journal, 205-20 N. Cortez St., Tel.: 318-319 (m ex Mon.) 602 Courier (e ex Sat.) 4,894 Combined daily (me) 5,496 .06 Flat		(I-D) (AP) (5¢, 25¢w, $1.00mo.)(J) (Small, Brewer and Kent, Inc.)	Prescott Courier, Inc. W. P. Stuart, Pres.-Pub. Della T. Stuart, Asso. Pub.	Ralph Williams (eep-e-me) Carle Hodge (ce)	Ralph Williams (ne) Carle Hodge (sp)	W. P. Stuart (gm-bm) Raymond Queen (cm) Earl W. Schecher (com)	George A. Coennen (ad-mga-ram-cam)	Crispin Rodarte (ms) Della T. Stuart (pm)
TEMPE 7,684	News, 514 Mill Ave., P.O. Box 6, Tel.: WOodland 7-3321 (e) 3,673	.055 Flat	(I-D) (UP) (J) (5¢, 75¢ mo) (none)	News Pub. Co. Francis N. Connolly, Pub.	Francis N. Connolly (e) Bill Lucas (ce)	Bill Lucas (sp) Florence J. Roth (we)	Francis N. Connolly (gm-bm) Bob Barton (cm)	William Andre (am) Francis N. Connolly (cam)	William Andre (pm) Norm Long (ms)
TUCSON 45,454 48,774 (Spec. U.S. '53 census) 118,382-ABC-CZ	Star, 208 N. Stone, Tel. MA 2-5855 (m) 29,524		(I-D) (AP) (10¢d, 15¢S, 50¢w-d&S, $2.20 mo) (Cresmer & Woodward, Inc.)	State Consolidated Pub. Co.* Wm. R. Mathews, Pres.-Pub. J. F. Weadock (Asst. Pub.)	J. F. Weadock (eep) Wm. R. Mathews (e) Victor Thornton (me) Frank Johnson (ce)	Abe Chanin (sp) Eleanor RICE (we)	Wm. R. Mathews (gm) Geo. W. Chambers (bm) Gilbert Acosta (cm) M. M. Garrett (com)	Frank E. Drachman (ad-mga-ram) Ricki Rarick (cam)	Q. J. Robb (apm)
	Citizen (e) 31,888 Combined edition (me) 61,412 .27 Flat Star (S) 39,111 Evening & Sunday (eS) 70,999 .30 Flat		(I) (AP, UP) (10¢, 40¢w, $1.75 mo) (Cresmer & Woodward, Inc.)	Citizen Pub. Co.* Wm. A. Small, Pres.-Pub. Wm. A. Small, Jr. Asst. Pub.	Geo. L. Rosenberg (me) James Hart (ce)	Bob Campbell (ne) George McLeod (sp) Betty Milburn (we)			
	*Tucson Newspapers, Inc. is a printing and publishing firm owned by The Arizona Daily Star and Tucson Daily Citizen, which publications are owned and operated separately and independently from one another. Both are printed and circulated by Tucson Newspapers, Inc. Tucson Newspapers, Inc. handles all mechanical production, sells the advertising and circulation and handles all business transactions outside of the news and editorial rooms. Wm. R. Mathews—President and General Manager. Wm. A. Small—Vice-President and Treasurer. Geo. W. Chambers—Secretary and Business Manager. All advertising, circulation, and business office executives are Tucson Newspapers, Inc. executives.									
YUMA 9,145 12,051 (Sp. '54 Census) 19,097-ABC-CZ 20,578-ABC Par.15	Sun & Arizona Sentinel, 300 Madison Ave., SUnset 3-3333 (e ex Sat.) 7,832 Sun (S) 7,756	.09 Flat .09 Flat	(I) (UP) (10¢, $1.75 mo) (West-Holiday Col, Inc.)	Sun Printing Co. Jones Osborn, Pres.-Pub. Donald Soldwedel, Pub.	Jones Osborn (e) Chas. F. Mabery (eep-me) Bob Werley (ce)	Bob Werley (ne) Dick Kipperman (sp) Pat Cline (we)	Don N. Soldwedel (gm-bm) Mrs. R. E. Osborn (com) Neal F. Masso (cm)	Robt. J. Flow (ad-ram) Don N. Soldwedel (mga) Lou Melkowski (cam)	Don N. Soldwedel (pm-apm) Brice T. Dille (ms)

ARKANSAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ARKADELPHIA 6,819	Siftings Herald, Tel.: 396 (e ex Sat.) 2,395	.04 Flat	(D) (UP) (J) (5¢) (Arkansas Dailies, Inc.)	Siftings Herald Ptg. Co.	Philip McCorkle (eep) Phil McCorkle, Jr. (e-me)		Phil McCorkle, Jr. (gm)		
BATESVILLE 6,414	Guard, Tel.: 184 (e ex Sat.) 3,292	.05* Flat	(I-D) (UP) (J) (5¢, 25¢w, 75¢mo.) (Wallace Witmer Co.)	The Batesville Guard-Record Co., Inc. Mrs. O. E. Jones, Pres. James M. Jones, Vice-Pres. O. E. Jones, Jr., Vice-Pres.	Paul Buchanan (eep-e-ce)	Paul Buchanan (ne) Mrs. O. E. Jones (we)	Wilson Powell (gm-bm) John T. Moore (cm)	Earl T. Poole ...(ad)	Wilson Powell (pm) Earl T. Poole (apm)
	*.07 in combination with weekly Record (Thu.), circulation 1,406								
BLYTHEVILLE 16,234 17,804 (Spec. U.S. '56 census)	Courier-News, Tel.: POplar 3-4461 (e) 7,912	.08 Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Wallace Witmer Co.)	Courier-News Co., Inc. Harry W. Haines, Pub.	Harry A. Haines (eep) Harry A. Haines (e-me) John Musgrave (ce)	Ed Hayes (sp) Millie Mallory (we)	Harry W. Haines (gm-bm) James Brown (cm)	Paul Human (ad-mga-ram) Katie Chowning (cam)	Warren Davidson (ms)
CAMDEN 11,372 17,628 (Spec. U.S. '56 census)	News, Tel.: TEmple 6-5721 (e) 5,247	.06 Flat	(I) (AP, UP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Camden News Pub. Co. Walter E. Hussman, Pres.-Pub.	A. W. Rose (e)	J. Betchelheimer (sp) Amy Wommack (we)	Walter E. Hussman (gm) Clyde Miller (cm)	Jack Donnell (ad)	I. W. Haynie (ms)
CONWAY 8,610	Log Cabin Democrat, Tel.: 21-30-404 (e) 3,105	.05 Flat	(D) (AP) (J) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Conway Ptg. Co. Frank E. Robins, Jr., Pub.	Frank Robins, Jr. (e) Joe B. McGee (me)		Frank Robins, Jr. (bm)	R. E. Dickson (mga)	Buford Robins (ms)
DE QUEEN 3,015	Citizen, Tel.: JU 4-2111 (e) 1,103	.04* Flat	(D) (AP) (J) (5¢, 20¢w) (none)	De Queen Bee Co., Inc. A. L. Kimball, Pres. Ray Kimball, Pub.	J. R. McKinley (e)	J. R. McKinley (sp) Julia Smith (we)	Myrtle Sims (cm)	Mrs. Evelyn Kimball (ad)	Luther Montgomery (ms)
	*.06 in combination with Weekly Bee, combined circulation, 2,904								
EL DORADO 23,076 24,477 (Spec. U.S. '54 census)	News, 313 E. Main, Tel.: UN 3-7181 (m) 10,626 Times (e) 3,919 Combined daily (me) 14,545 .11 Flat News (S) 11,352		(I-D) (AP, UP, INS) (5¢, 15¢S, 40¢w) (Arkansas Dailies, Inc.)	News-Times Pub. Co. Mrs. W. E. Hussman, Pres. Walter E. Hussman, Pub.	Robert T. Hays (me)	J. D. Beauchamp (ne) Miss Frances Cordell (we)	A. W. Estes (bm) John H. Vogel (cm)	Nolan De Laughter (ram) Mrs. Summie L. Carter (nam) Mrs. Wanna Payne (cam)	O. T. Reeder (ms)
FAYETTEVILLE 17,071 18,060 ('57 Spec. Cen.) 19,783-ABC-CZ Par. 15	Northwest Arkansas Times, Tel.: HI 2-6244 (e) 10,104	.10 Flat	(D) (AP) (5¢, 30¢w) (Arkansas Dailies, Inc.)	Democrat Pub. Co.	Ted Wylie (eep-e-me-ce)	Ted Wylie (ne) Allan Gilbert (sp) Kathleen Dozier (we)	Sam E. Gearhart (gm-bm) John Bristow (cm)	George Gearhart (ad-mga-ram) Fred O'Baugh (cam)	Geo. A. Gearhart (apm) J. O. Wasson (ms)
FORREST CITY 7,607	Times-Herald, Tel.: 911-912 (e ex Sat.) 3,960	.05 Flat	(I) (J) (5¢, 20¢w) (None)	Times-Herald Pub. Co. Fred N. McCollum, Pres.-Pub.	Fred N. McCollum (eep-e-me-ce)	Fred N. McCollum (ne) Raoul Carlisle (sp) Mrs. Helen McGown		Robert W. Chowning (ad)	
FORT SMITH 47,942 59,989 (Spec. U.S. '57 Census) 84,957-ABC-CZ	Southwest American, Tel.: SUnset 2-2011 (m) 17,267 Times Record (e) 18,493 Combined daily (me) 35,760 .19 Flat Southwest-Times Record (S) 32,060 .19 Flat		(I-D) (AP, INS, UP) (5¢, 15¢S, 40¢w-m&S, or e&S, m&S 60¢w) (Arkansas Dailies, Inc.)	Southwestern Publishing Company Donald W. Reynolds, Pres.-Pub.	C. F. Byrns (eep-e) Leroy Fry (me) W. D. Barksdale (me-TR)	Jack Stout (sp-SA) James Hood (sp-TR) Queen Neal (we-SA) Helen F. Mosier (we-TR)	Richard T. Bentley, (gm) Eugene Greeno (bm) J. P. Lasiter (cm)	Fred W. Smith (ad & ram) Joe W. Stark (mga) George Logan (cam)	Richard T. Bentley (pm) Ralph Corsette (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HARRISON 5,542 5,617 (Spec. U.S. '55 census)	Times (e ex Sat.) 2,682	.05		Flat (I) (AP) (5¢, 15¢w) (Wallace Witmer Co.)	Times Pub. Co., Inc. J. E. Dunlap, Jr., Pres.-Pub.	John R. Newman (e) Mrs. Clyde Newman (ce)		J. E. Dunlap, Jr. (bm)		Bob Henson (ms)
HELENA-WEST HELENA 11,236 Helena 6,107 West Helena	World & East Arkansas Record, Tel.: Hi 4-3493 (e ex Sat.) 6,583 Sunday edition (S) 6,583	.06 .06		Flat (I-D) (AP) (5¢, 5¢S, 25¢w-$1.10mo) (Arkansas Dailies, Inc.)	Helena World Publishing Co. C. M. Young, Pres.-Pub.	Jack M. Young (e)	Jack M. Young (ne) Mrs. Willie Tappan (we)	Chas. M. Young (gm) Ellis Word, Sr. (cm)	Porter C. Young (ad)	
HOPE 8,605 8,605-ABC-CZ	Star, Tel.: PRospect 7-3431 (e) (AC) 3,367	.055		Flat (I) (AP) (UP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Star Pub. Co. Estate of C. E. Palmer and A. H. Washburn, Owners (1876-1957) A. H. Washburn, Pub.	A. H. Washburn (eep-e) Paul H. Jones (me)	Mrs. Sally Andrews (we)	A. H. Washburn (gm-bm) C. M. Rogers, Jr. (cm)	Donal Parker (ad) Gail Cox (cam)	Donal Parker (pm) George W. Hosmer (ms)
HOT SPRINGS 29,307	Sentinel-Record & New Era, 912 Central Ave., Tel.: NAtional 3-7711 (m) 10,550 New Era (e) 6,140 Combined daily (me) 16,690 Sentinel-Record (S) 13,915 Evening & Sunday (eS) 20,055	.... .12 ..... .12	.... Flat ..... Flat	(I) (AP, INS, UP) (5¢, 10¢S, 35¢w) (Arkansas Dailies, Inc.)	Southern Newspapers, Inc. Walter E. Hussman, Pub.	R. S. Dean (e-me) Mrs. Edna Howe (ce)	Mrs. Edna Howe (ne) John Longinotti (sp) Paul King (Su) Willie Mae Davis (we)	Mrs. Alden Mooney (gm) Earl Miller (cm)	J. Q. Holder (ad-cam)	M. H. Myers (ms)
JONESBORO 16,310 17,014 (Spec. U.S. '56 census)	Sun, Tel.: 5525 (e) 9,675	.07		Flat (D) (AP) (5¢, $1.00mo) (Arkansas Dailies, Inc.)	Jonesboro Evening Sun Fred D. and John W. Troutt, Pubs.	Fred D. Troutt (eep-e) Eugene Smith (me) John W. Troutt, Jr. (ce)	Charley Thornton (sp) Grace Witherspoon (we)	John W. Troutt (gm) LeRoy Mandrell (cm)	Fred D. Troutt (ad-mga) Harry McDonald (ram) Helen Troutt (cam)	Fred D. Troutt (ap-apm) Willie Bauer (ms)
LITTLE ROCK 102,213 156,919 (Spec. U.S. '55 census) 164,978-ABC-CZ 178,558-ABC Par. 15	Arkansas Democrat, Tel.: FRanklin 4-0321 (e) (AC) 80,802 Sunday edition (S) (AC) 94,216	.26 .27	Flat Flat	(D) (AP) (5¢, 10¢S, 35¢w-e&S, $1.50 mo) (The Branham Co.)	Arkansas Democrat Co. K. A. Engel, Pres.-Pub.	Wm. Johnson (eep) K. A. Engel (e) E. J. Liske (me) Irving E. Herrington (ce)	Deane Allen (ne) Jack Keady (sp) Inez Hale McDuff (we)	K. A. Engel (gm) C. S. Berry (bm) V. M. Sorrells (cm)	E. J. Herndon (ad) Jack W. Smith (mga) E. S. Compton (cam)	
	Arkansas Gazette, Third & Louisana, Tel.: FR 4-5081 (m) (AC) 98,535 Sunday edition (S) (AC) 108,049	.30 .33	Flat Flat	(D) (AP, UP) (5¢, 15¢S, 40¢w-d&S) (The John Budd Co.)	Gazette Pub. Co. J. N. Heiskell, Pres. Hugh B. Patterson, Jr. Pub.	J. N. Heiskell (e) H. S. Ashmore (ex-e) A. R. Nelson (me) Wm. T. Shelton (ce)	Tom Swint (ne) Eugene C. Fretz, Jr. (Su) Orville Henry (sp) Betty F. Fulkerson (we)	Hugh B. Patterson, Jr. (gm) J. R. Williamson (bm) Leon S. Reed (cir. dir.)	J. R. Williamson (ad) Wm. T. Moffitt (mga) Lloyd B. Sickel (ram) Maurice Trout (cam)	John C. Pemberton (pm)
MAGNOLIA 6,918 9,255 (Spec. U.S. '53 census)	Banner-News, 134 S. Washington, Tel.: 4-5 (e) 3,728	.055	Flat	(D) (AP, UP) (J) (5¢, 30¢w) (Arkansas Dailies, Inc.)	The Banner-News Pub. Co., Inc. W. E. Hussman, Pub.	Gordon Yates (e)	Harold Jameson (sp) Opal Kyle (we)	Jas. Miner (gm)	Jim Miner (ram)	Robert Parker (ms)
MALVERN 8,072 9,235 (Spec. U.S. '55 census)	Record, 122 Main St., Zone 2, Tel.: 248 (e) 2,850	.05	Flat	(D) (AP) (J) (5¢, 20¢w) (none)	Mrs. J. H. Beerstecher, Pub.	F. A. Beerstecher (eep-e) Mrs. Dorothy Logan (ce)		Mrs. J. H. Beerstecher (gm) Mrs. Alix B. Butler (bm) Mrs. Dorothy Logan (cm)	F. A. Beerstecher (ad)	
MENA 4,445	Star, 501-3 Mena St., Tel.: 19 (e) 1,479	.04	Flat	(I-D) (UP) (J) (5¢, 20¢w, 85¢mo) (none)	The Mena Star Co., Inc. Richard W. St. John, Mgr.	R. W. St. John (e-me-ce)	R. W. St. John (ne) Anthony Grove (sp)	R. W. St. John (gm-bm-cm)	Don D. Clement (ad-mga-ram) R. W. St. John (cam)	Orville Ogden (ms)
NEWPORT 6,254	Independent, Tel.: 40 (e) 1,980 Weekly edition 1,885	.05 .05	Flat	(I-D) (J) (5¢, 75¢mo) (Wallace Witmer Co.)	Mrs. A. C. Wilkerson, Pub.	Fred L. Coger (e-ce) Orville I. Richolson, (me)	Wallace Poor (ne) Mrs. C. L. Farrar (we)	Mrs. A. C. Wilkerson (gm-bm-cm)	Orville I. Richolson (am) Mrs. Pauline Parish (ram-cam)	L. D. Summers (ms)
PARAGOULD 9,668	Big Picture (m) 1,811 Sunday edition (S) 1,811	.05 .05	Flat Flat	(I) (AP) (5¢, 7¢S, 75¢ mo) (none)	Wayzgoose Press L. V. Rhine, Pub.	L. V. Rhine (eep) Myrl R. Mueller (e-me) Ruth Woodside (ne)		L. V. Rhine (gm) Dennis Bacon (bm) Raymond DeMent (cm)	Billie Burgess (asst. ad)	
	Press-Soliphone (e) 3,973	.06	Flat	(I) (AP) (5¢, $1mo) (Wallace Witmer Co.)	Daily Press, Inc. Maurice Cathey, Pres.	Wallace L. White (e)		Wallace L. White (gm)	Karl King (mga) Bill Hammond (cam)	J. W. Cole (ms)
PINE BLUFF 37,162 44,146-ABC-CZ 47,493-ABC Par. 15	Commercial (e) (AC) 16,520 Sunday edition (S) (AC) 16,817	.13 .13	Flat Flat	(D) (AP) (J) (5¢, 10¢, 30¢w-e&S) (Arkansas Dailies, Inc.)	Commercial Ptg. Co. E. W. Freeman, Jr., Pres. G. N. Freeman and E. W. Freeman, Jr., Pubs.	G. N. Freeman (eep-e-me) Bill Miles (ce)	Bill Miles (ne) J. Atkinson (sp) Alice DeWeese (we)	E. W. Freeman, Jr. (gm-bm) Marvin Clay (cm)	Herbert C. Wright (ad)	Leland Smith (ms)
ROGERS 4,962 5,222 (Spec. Cen. '52)	News, Tel.: 84 (e) 3,466	.05	Flat	(I-D) (AP) (5¢, 20¢w-60¢mo) (Arkansas Dailies, Inc.)	Northwest Arkansas Pub. Co. Donald W. Reynolds, Pres.	C. C. Lambert (e)	Peggy Phepper (Su-we)	C. C. Lambert (gm-bm) Byron Richburg (cm)	Ed. O. Lundberg (ad) Bonnie Kitterman (cam)	Don Wagner (ms)
RUSSELLVILLE 8,166	Courier-Democrat, 112 South Boulder, Tel.: 7 & 827 (e) 2,177	.05	Flat	(I) (AP) (5¢, 85¢mo) (Arkansas Dailies, Inc.)	Courier-Democrat Pub. Corp.	Ray Cooper (e)	Edith K. Wharton (we)	Garth L. Whipple (gm) Mrs. Chas. Lovesy (bm-com)	Garth L. Whipple (am)	Conley Huggler (ms)
	NOTE: Also publish weekly edition on Wednesdays (dated Thursdays) circulation 2,048 - Adv. Rate .05, Subscription Rate - $3 year.									
SEARCY 6,024 6,445 (Spec. U.S. '53 census)	Citizen, Tel.: 190, 191 (e) 1,871	.045	Flat	(D) (AP) (J) The Wallace Witmer Co.	Arkansas Citizen Pub. Co.	M. P. Jones, Jr. (e)		M. P. Jones, Jr. (gm) Perrin Jones (cm)	Glenn W. Jones (ad) Maridell McCullough (cam)	Glenn W. Jones (pm) O'Neal Yeager (ms)
SPRINGDALE 5,835 7,328 (Spec. U.S. '56 census)	News, 133 W. Emma Ave., Tel.: PI 1-4631 (e ex Sat.) 3,700	.055	Flat	(D) (UP) (J) (5¢, 20¢w, 87¢mo) (Arkansas Dailies, Inc.)	The Springdale News, Inc. Mrs. Edw. R. Stafford, Pres.	R. R. Sauders (eep) Mrs. Edw. R. Stafford, Miss Maudine Farish (assoc. eds.)			R. R. Sanders (ad)	
STUTTGART 7,276 9,151 (Spec. U. S. '56 Census)	Leader, 209 S. Main. Tel.: WAbash 2-1572 (e) 2,648	.05	Flat	(I) (AP, UP) (J) (5¢, 25¢w)	Daily Leader Co., Inc. Ray Kimball, Pres.-Pub.	Calvin Mannen (e)	Garner Allen (ne-sp)	Calvin Mannen (gm) Jennie Allen (cm)	Don Terry (am) Maude Halley (mga-ram-cam)	Jimmy Humphrey (ms)
TEXARKANA 15,875 (Ark.) 24,753 (Tex.) 19,733 (Ark.) (Spec. U.S. '56 census) 51,169-ABC-CZ	Gazette, 313-17 Pine St., Tel.: 33-3151 (m) (AC) 21,774 News (e) (AC) 6,767 Combined daily (me) (AC) 28,541 Gazette (S) (AC) 25,154	.... .16 .16	.... Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 40¢w) (Arkansas Dailies, Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. Mrs. C. E. Palmer, Pres. W. E. Hussman, Pub.	J. Q. Mahaffey (e) Paul Lowry (me-N)	Wick Temple (sp) Bob Mundella (me-G) Kay Stafford (we)	Paul T. Morgan (bm) H. Murry (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)
WEST MEMPHIS 17,250 '57 est.	Times, 111 E. Bond, Tel.: RE 5-1010 (e) 1,150	.06			Crittenden Publishing Co. James C. Hale (pres.)	Margaret Woolfolk (e)		Margaret Woolfolk (gm) Alvin Haase, (cm)		

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMEDA 64,430 70,642 (Spec. U.S. '54 census)	Times-Star, 1516 Oak St., Tel.: LAkehurst 3-1200 (e) 8,414 .12*	Flat	(I-R) (INS, UP) (J) (10¢, $1.25 mo) (West-Holliday Co., Inc.)	Alameda Times-Star Pub. Co. Wm. G. Werner, Pres.-Pub.	G. B. Thrall (eep-me) Al Ellisson (ce)	Al Ellisson (ne) Jack Clark (sp) Barbara Stevenson (we)	W. G. Werner (gm) Joseph Luczak (bm) Peter Fay (cm)	W. G. Werner (ad) Lou Lippi (ad-mga) Patricia Hunt (cam)	E. Kudrna (pm) Lou Lippi (apm) C. Gourley (ms)
	*.17 when combined with weekly Advertiser, Circulation 20,000, free.								
ALHAMBRA 51,359 51,359-ABC-CZ 53,558-ABC Par. 15	Post-Advocate, 11 S. Stoneman, Tel.: At 2-4121 (e) (ac) 13,592 .14*	Flat	(R) (AP, CNS, UP) (5¢, $1mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Barton Heiligers, V.P. & Pub.	Barton Heiligers (eep-e) Warner Jenkins (me) Robert Studer (asst. me)	Charles Cherniss (sp) Ruth Baker (we)	Barton Heiligers (gm-bm) Leo Thompson (cm)	Cornelio Baca (mga-ram) Clare Belt (cam)	Barton Heiligers (pm) C. Baca (apm) Dale Hepler (ms)
	Post Advocate Shopper: Sunday Edition, Guaranteed 40,000 Circulation ..... Pickup rate .1785 per line Zone I, guaranteed 50,000 circulation ..... Pickup rate .2228 per line Zone II, guaranteed 20,000 circulation (18,000 via U.S. mail)..... Pickup rate .0893 per line Zone III, guaranteed 30,000 circulation (18,000 via U.S. mail, 12,000 via bonded carrier)..... Pickup rate .1335 per line El Monte-Five Points, Post-Advocate, guaranteed 20,000 circulation ..... Pickup rate .0893 per line								
ANAHEIM 14,556 42,230 (Spec. U.S. '56 census) 50,789-ABC-CZ	Bulletin, 232 S. Lemon, Tel.: Kf 5-3962 (e) (ac) 10,906 .10	Flat	(R) (UP) (10¢d, $1.25 mo) (West-Holliday Co., Inc.)	Anaheim Bulletin Pub. Co., Inc. Hazel D. Loudon, Pres. Stanley & Howard Loudon, Co. Pubs.	Don Shaffer (e-me) Carmela Martin (ce)	Leonard Handel (sp) Carrie Lou Sutherland (we)	Richard Fischle (gm-bm) Ernest Atkinson (cm)	Robert McQueen (ad-mga-ram) Ralph Rouland (cam)	Richard Fischle (pm) Howard Loudon (apm) Stanley Loudon (ms)
ANTIOCH 11,051 15,507 (Spec. U. S. '57 Census) 11,051-ABC-CZ 13,712-ABC Par. 15	Ledger, 514 Fourth, Tel.: PL 7-0300 (e ex Sat.) (ac) 4,307 .075	Flat	(I) (UP) (J) (7¢, $1.15 mo) (Don. R. Pickens Co.)	Ledger Pub. Co. Albert W. Flaherty, Pub.	Albert W. Flaherty (e)	.....	.....	.....	.....
BAKERSFIELD 34,784 101,896-ABC-CZ	Californian, 1707 "Eye" St., Tel.: FA 3-7631 (e) (ac) 38,217 .19	Flat	(D) (AP, INS, UP) (J) (10¢, $1.75mo) (West-Holliday Co., Inc.)	The Bakersfield Californian Corp. Walter Kane, Pub.	Ralph Kreiser (eep) Walter Kane (e) James E. Griffith (ce) Jim Day (me)	Jim Day (ne) Larry Press (sp) Beth Henley (we)	Walter Kane (gm-bm) J. L. Meservey (cm)	George DeArmond (ad-mga-ram-cam)	Walter Kane (pm-apm) Elmer Forgy (ms)
BANNING-BEAUMONT 7,034 '50 Cen. Banning 3,152 '50 Cen. Beaumont 8,750 '57 Est. Banning 3,420 '57 Est. Beaumont 40,500 CZ Est.	Record-Gazette, P. O. Box 1455, Tel.: Victor 9-4586 (e ex Sun & Mon.) 5,622 *.13½	Flat	(I) (UP) (J) 10¢ ($1.25 mo) (none)	Max Wihnyk, Pub.	Bill Gold (ce)	Vivian Boultinghouse (we)	Morton Kresner (bm)	Lee Roberts (ram) Mary Isenagle (cam)	Ralph Hanes (ms)
	*Mar. 31, 1957. *Sold combination only.								
BERKELEY 113,805 137,810-ABC-CZ	Gazette, Zone 1, Tel.: Thornwal 3-4800 (e) (ac) 15,397 .13*	Flat	(R) (AP, UP) (10¢, $1.50mo) (Doyle & Hawley)	Berkeley Gazette Pub. Co. George B. Dunscomb, Pres.-Pub. Ralph W. Frankis, Ass't. Pub.	John R. Ward (eep-me) Geo. B. Dunscomb (e) Everett Johannes (ce)	Jean R. Paulson (ne) J. R. Scott (sp) Helen Nicol (we)	Paul S. Moffatt (bm) Carrol W. McCaughan (cm)	Al Horn (ad) Phyllis Ryan (cam)	Willard B. Alton (apm)
	*.22 when combined with weekly shopping news (Thurs.), circulation 50,000.								
BEVERLY HILLS 29,032 30,443 (Spec. U.S. '56 census)	Citizen, 427 N. Canon Dr., Tel.: CR 6-2341 (e ex Sat.) 7,954 .14*	Flat	(I-R) (UP) (5¢, $1mo) (none)	David B. Heyler, Sr., Pub. Max Daley, Assoc. Pub.	David B. Heyler, Sr. (e) Bill Reeder (me)	Bill Reeder (ne) Dick Balos (sp) Wanda Phillips (we)	Bernard Hoye (cm)	George Knoche (ad) Lynn Bryan (ram) Reginald Gilmore (cam)	.....
	*Combination rates for weekly free circulation publications on request.								
BRAWLEY 11,922 13,098 (Spec. U. S. '54 Census)	News, 527 Main, Tel.: Brawley 87 (e) 3,665 .07	Flat	(I) (UP) (J) (7¢, $1.50 mo) (West-Holliday Co., Inc.)	Brawley News Pub. Co., Inc. Paul A. Jenkins, Pres. Paul A. Jenkins & Ray Barnes, Co.- Pubs.	Ray Barnes (e)	Donald Knight (sp) Betty Bradshaw (we)	Carl W. Schooss (bm)	Roberts Spurrier (ad-mga-ram) Rosemary Lindy (cam)	Roberts Spurrier (pm-apm) I. O. Marques (ms)
BURBANK 78,577 93,562 (Spec. U.S. '57 census) 78,577-ABC-CZ 91,364-ABC Par. 15	Review, Tel.: 11 (e) (ac) 4,421 .10*	Flat	(I) (AP, UP) (5¢, 25¢w, $1mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Hoyt Cater, Pub.	Hoyt Cater (e) Lyn Nofziger (me)	Pat Phillips (we)	Bernice Hardy (bm) Carl Hatfield (cm)	Jack Gruden (mga)	Jack Gruden (apm)
CHICO 12,272 24,028-ABC-CZ 25,246-ABC Par. 15	Enterprise-Record (e) (ac) 13,105 .10	Flat	(I) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Enterprise Pub. Co. A. W. Bramwell, Pres.-Pub.	W. N. Lee (me) Milan Murray (ce)	Eddie Booth (sp)	Lester H. Earle (cm)	Arch Nichols (ad-mga) Robert Carlile (ram)	L. E. Broyles (ms)
COLTON 14,465 17,252 (Spec. U.S. '55 census)	Courier, P. O. Box 71, Tel.: TAL 5-1145 (e ex Sat.) 2,755 .07	Flat	(I) (UP) (J) (5¢, $1.00 mo) (none)	Courier Enterprises Charles K. Dooley, Pub.	Charles K. Dooley (eep) Melvin Mitchell (ce)	Jim White (sp) Faye Treqia (we)	Charles K. Dooley (bm) Bert Hamilton (cm)	Charles K. Dooley (ad) Roma Munson (cam)	Jim Rowe (ms)
COLUSA 3,031 3,303 (Spec. U. S. '54 Census)	Sun-Herald, 210-6th St., Tel.: GL 8-2121 (e) 2,610 .07	Flat	(I) (UP) (J) (5¢, $1.00 m, $10 yr.) (West-Holliday Co., Inc.)	Mrs Martha Holloway, Pub.	Wilmer G. Brill (eep-e-me-ce)	Warren Swenson (ne) Warren Swenson (sp) Lee Hardy McNeal (we)	Maxine H. Brill (bm) Zula Price (cm)	W. G. Brill (am)	Glen H. Wise (ms)
CONCORD 6,952 28,539 (Spec. U.S. '57 census)	Transcript, 1741 Sunset Ave., Tel.: MUlberry 2-6440 (e ex Sat.) 5,264 .08*	.....	(I) (AP) (J) (5¢d, $1.25 mo) (Don R. Pickens)	Clifton H. Moore & George E. Moore	Clifton H. Moore (e) Jack Mackey (me)	Clif Moore (sp) Dora Friedrich (we)	George E. Moore (bm) E. E. Aldrich (cm)	Lucile Aldrich (ad) Lex Townsend (cam)	Joe Kabat (ms)
	*In combination with Weekly Shopper, circulation 18,500—.13								
CORNING 2,536	Observer, 710 Fifth St., Tel.: TAylor 4-5464 (e ex Sat.) 1,962 .07	Flat	(I) (UP) (5¢, 25¢w, 75¢ mo.) (none)	Sacramento Valley Newspaper Corp. John F. Wood, Pres.-Pub.	Pamela Wood (e)	Pamela Wood (we)	John F. Wood (gm-bm)	John F. Wood (ad)	Frank Marceaux (ms)
CORONA 10,233 11,482 (Spec. U.S. '54 census) 10,223-ABC-CZ	Independent, 823 Main St., Tel.: REdwood 7-1234 (e ex Sat.) (ac) 3,634 .07	Flat	(I) (UP) (J) (10¢, $1.00 mo) (Western Dailies)	Daily Independent J. C. and Justin Hammond, Pubs.	J. C. Hammond (eep-e-me-ce)	J. C. Hammond (ne) Bert Irwin (sp) Norma England (we)	Justin Hammond (gm) Harry R. Sothcott (bm) Hal Foreman (cm)	Justin Hammond (mga) H. R. Gordon (ad-ram) Harry Sothcott (cam)	Harry Sothcott (pm) E. E. Hammond (apm) Charles Vick (ms)
CULVER CITY & VENICE 10,720 31,489 (Spec. U.S. '55 census) 105,837-ABC-CZ	Star-News, 4043 Irving Pl., Tel.: VE 9-5271 & TE 0-3791 (e) (ac) 6,657 .11*	Flat	(R) (AP, UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	So. Calif. Assoc. Newspapers David J. Duncan, Pub. Alden C. Waite, Pres.	David J. Duncan (e) W. D. McGlasson (me) Helen Black (ce)	W. D. McGlasson (ne) Pete Peters (sp) Gloria Bonando (we)	David J. Duncan (gm) Denny C. Hough (cm)	Kenneth L. Betry (ad) Arthur Carlson (cam)	Kenneth L. Betry (pm) Earl Leavitt (ms)
	Vanguard (Venice Edition of Star-News) (e) (ac) 994 .... Combined daily (Comb) (ac) 7,651 .11* Flat								
	*When combined with Shopping News (distribution free) (4 zones—Culver Palms, 15,850; Mar Vista, 16,850; Venice, 10,600; Baldwin Hills, 4,650) add .03 each zone.								

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
EL CENTRO 12,590 17,793 (Spec. U.S. '57 Census)	Imperial Valley Press & Post, (m ex Mon.) 1,317 .... Imperial Valley Press (e ex Sat.) 6,750 .... Combined daily (me) 8,067 .10 Flat Post-Press (S) 8,067 .10 Flat	625 State, Tel.: ELgin 2-2211 (I) (AP) (J) (7¢, 7¢S, $1.50mo) (West-Holliday Co., Inc.)	Imperial Valley Pub. Co. Paul A. Jenkins, Pres. Paul A. Jenkins-Carl W. Schooss co-Pubs.	Paul A. Jenkins (eep-e) Dave Galloway (me) Tom Read (ce)	Dave Galloway (ne-Su) Roger Skophammer (sp) Norma Ryan (we)	Carl W. Schooss (gm-bm) Lacy De Mille (cm)	Leo Priest (ad-mga-ram) Ira Rhodes (cam)	Carl W. Schooss (pm) Leo Priest (apm) I. O. Marques (ms)
ESCONDIDO 6,544 10,064 (Spec. U.S. '56 census)	Times-Advocate, 226 E. Ohio Ave., Tel.: SHerwood 5-6611 (e) 6,021 .07* Flat	(I) (UP) (J) (5¢, 85¢ mo) (none)	Speers & McClintock... Fred W. Speers and H. R. McClintock, Co.-Pubs.	Fred W. Speers (e).... Ron Kenney (ce)	Eloise Duvel Perkins (ne) Bruce Cooper (sp) Jane Miller (we)	Bert McClintock (bm) Tom O'Neill (cm)	Bert McClintock (mga) Ted Watterson (ram) Jeannine Howell (cam)	Hoyte Smithers (apm) Ralph Shidner (ms)
*.085 when combined with weekly Times-Advocate. When combined with weekly edition and Escondido Free Press (Wed.) .10 per line. Comb. Circ. 6,892 paid; 4,263 Free.									
EUREKA 23,058 27,951 (Spec. U.S. '56 census) 29,759-ABC-CZ	Humboldt Times, 328 E St., Tel.: Hillside 2-1711 (m ex Mon.) (AC) 11,331 .... Humboldt Standard (e) (AC) 14,505 .... Combined daily (me) (AC) 25,836 .17 Flat Humboldt Times (S) (AC) 14,275 .... Evening & Sunday (eS) (AC) 28,780 .17 Flat	(R) (AP, UP) (10¢, 40¢w, 10¢S, $1.50 mo) (West-Holliday Co., Inc.)	The Eureka Newspapers, Inc. Don O'Kane, Pres.-Pub.	Elmer Hodgkinson (me-HT) L. W. Beal (me-HS)	Don Terbush (sp-HS).... Al Tostado (sp-HT) Margaret Delaney (we-HS) Corinne Woodard (we-HT)	Don O'Kane (gm-bm)..... John Harvey (cm)	C. B. Otis (ad)..... John L. Mellinger (ram-mga) Beverly Purcell (cam)	James Turk (pm) Leslie Ryan (ms)
FONTANA 13,695 (City incorp. '52) 31,719-ABC-CZ	Herald-News, 16920 Spring St., Tel.: VAlley 2-2231 (e) (AC) 4,379 .09 Flat	(I) (UP) (5¢, $1.30 mo.) (none)	Midland News Assn. William R. Fitzgerald, Pres.	James B. Conner (e)	Mrs. Myrtle Saugstad (we) Joseph Singleton (sp)	Roger C. Hughes (bm)..... Jimmie P. Sheafer (cm)	Roger C. Hughes (ad)...	Tony Garcia (ms)
FRESNO 91,669 123,065 (Spec. U.S. '57 Census) 163,014-ABC-CZ 179,252-ABC Par. 15	Bee, Van Ness & Calaveras, Zone 22, Tel.: AM 8-5221 (e) (AC) 100,091 .38-.32 Sunday edition (S) (AC) 115,753 .38-.32	(I) (AP, UP) (10¢,15¢ S, $2.00 mo-d&S) (*S) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers, Inc. Eleanor McClatchy, Pres.	Walter P. Jones (e) ... Wm. E. Lockwood (me) Orville M. Shelton (ex. e) Gordon Nelson (ce)	Ed Orman (sp) ..... Desa Cucuk (we)	Ralph W. Millard (bm) ... Albert Purdue (cm)	Max Armstrong (adv. mgr.) Jay Loughner (mga) Wm. Kaiser (ram) Roy Peterson (cam)	Don Trabing (P R-asst.)
FULLERTON 13,958 49,273 (Spec. U.S. '57 census) 63,999-ABC-CZ 78,866 '57 CZ Est.	News-Tribune, 120 W. Wilshire, Tel.: LAmbert 5-4711 (e) (AC) 11,591 .10 Flat	(I) (UP) (10¢, $1.25 mo) (West-Holliday Co., Inc.)	Fullerton Pub. Co..... Edgar F. Elfstrom, Pres.-Pub.	Leif Johnson (me)..... Donal Hardy (ce)	Stan Jones (sp)..... Verna Lumbard (we)	Dale L. Rather (gm)..... Wilmer N. Long (bm) Bob Bush (cm)	Grant C. Wonn (ad)..... Margaret B. Elliot (mga) Winfield Truitt (cam)	Robt. Harper (ms)...
GARDEN GROVE 3,762 58,380 (Spec. U.S. '57 Census) 58,380-ABC-CZ	News, 13261 Century Blvd., Tel.: JEfferson 7-7510 (e ex Sat.) (AC) 13,131 .12 Flat Sunday edition (S) (AC) 13,220 .12 Flat	(I) (UP) (Western Dailies, Inc.)	West Orange Pub. Co. D. C. Cromie, Pres. A. M. Tierney, Pub.	F. F. Allen (eep) J. L. Cooper (ce) T. G. Wood (me)	M. Lilley (ne) ..... A. Carr (sp) D. Pamer (we)	A. M. Tierney (gm)..... C. B. Lucceshi (cm)	C. P. Drury (mga-ram) Mrs. F. Russell (cam)	E. Shelley (pm) U. F. Gyde (ms)
GILROY 5,350 6,019 ('57 Spec. census)	Dispatch (e ex Sat.) 2,775 .065 Flat	(I-D) (UP) (J) (5¢, $1.00mo) (West-Holliday Co., Inc.)	Gilroy Dispatch Pub. Co. Joseph C. Houghteling, Pres. George R. Kane, Pub.	George R. Kane (e)....	Fred Louinger (ne-sp) Gertrude Lake (we)	.....	Joseph Blake (ram).....	.....
GLENDALE 95,702 105,104-ABC-CZ 110,175-ABC Par. 15	News-Press, 111 N. Isabel St., Zone 6, Tel.: CItrus 1-4141 (e) (AC) 19,468 .16* Flat	(R) (AP, CNS) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden C. Waite, Pres. Carroll W. Parcher, Vice-Pres.-Pub.	Carroll W. Parcher (eep-e) H. H. Everett (me) John T. Watts (ce)	Al Ames (sp)..... Betty Preston (we)	Andrew J. Davidson (bm) W. E. Buhrle (cm)	Anthony R. Donvito (mga) Lloyd Nicholson (ram) Roy B. Johnson (cam)	Jean Brehme (pm)
.25 when combined with weekly News-Press Shopper.									
GRASS VALLEY-NEVADA CITY 5,283 Grass Valley 2,505 Nevada City	Union, 151 Mill St., Tel.: 13 (e) 4,202 .07 Flat	(R) (AP) (J) (5¢, $1mo) (Cresmer & Woodward, Inc.)	Union Pub. Co..... Robert T. Ingram, Pres. Robert T. Ingram and Earl J. Caddy, Co-Pubs.	Axel Gravander (eep) Robert T. Ingram (e-me-ce)	Wm. Martley (ne-sp)....	Earl J. Caddy (gm-bm).... Thomas James (cm)	Earl J. Caddy (ad-mga-ram) Norma Callino (cam)	Kenneth Green (ms)
HANFORD 10,028	Sentinel, 223 W. 7th, Tel.: LUdlow 2-0471 (e) 7,099 .09 Flat	(I) (UP) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Hanford Pub. Co. ..... Earl J. Fenston, Pub.	Larry McSwain, Jr. (me)	Lynn Carpenter (sp) .... Willeta C. Regan (we)	R. S. Magee (gm)..... Ben Adolph (cm) Ted Tolrud (com)	B. L. Spindler (bm-ad) Doris Ferreira (cam)	Marion Hawkins (ms)
HAYWARD 14,272 54,789 (Spec. U.S. census 1957) 80,170-ABC-CZ 84,510-ABC Par. 15	Review, 1250 Winton Ave., Tel.: JE 7-5310 (e) (AC) 17,267 .13* Flat	(I-R) (UP) (INS) (DJ) (5¢, $1.30mo) (none)	The Daily Review, Inc. Floyd L. Sparks, Pres.	.... George Lower (eep-e) Delmar Nelson (ce)	Richard P. Hafner, Jr. (ne) Sid Hoos (sp) Dorothy Cuthbertson (we)	Wm. Chilcote (bm)..... Raymond Truscott (cm)	Wm. Chilcote (ad) ..... William Prucha (mga) Mrs. Eddie Hook (cam)	.....
*.34 when combined with Weekly Shopping News, circulation 87,893.									
HOLLISTER 4,903 6,017 (Spec. census 1957)	Free Lance, 736 San Benito, Tel.: ME 7-3771 (e) 3,024 .06 Flat	(R) (UP) (J) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Evening Free Lance.... Millard F. Hoyle, Pub.	Allan Pugh (e)..... Stan Smith (ce)	Stan Smith (sp)..... Faye Flint (we)	Millard F. Hoyle (gm).....	Wm. Holder (ad)	Ernest Walton (ms)
HOLLYWOOD (Part of Los Angeles) 165,501-ABC-CZ	Citizen-News, 1545 N. Wilcox Ave., Zone 28, Tel.: HO 9-1234 (e) (AC) 35,415 .22* Flat	(I) (AP, UP) (5¢, $1.25 mo) (Story, Brooks & Finley, Inc.)	Citizen-News Co. ..... Orlando T. Palmer, Pres. Harlan Palmer, Jr. Pub.	Harold Hubbard (ce)... Ralph J. Palmer (e-me) Walter Scratch (eep)	Harold Hubbard (ne)..... Bob Panella (sp) Ursula Bauman (we)	T. Harwood Young (gm) C. M. Rippeto (cm)	John Badovinac (ad)..... Jack Lucas (mga) Lester E. Benson (ram) I. M. Reid (cam)	Harold D. Winn (ms)
*.70 when combined with Advertiser (Thursday or Sunday), combined circulation 324,696.									
HUNTINGTON PARK 29,450 117,462-ABC-CZ	Signal (e) (AC) 28,287 .17* Flat	(I) (UP) (10¢, $1.25 mo) (Gilman, Nicoll, & Ruthman, Inc.)	Huntington Park Daily Signal Le Roy Sanders, Jr., Assoc. Pub.	Thomas Goff (e)..... William Totten (me)	.....	H. C. Vanderhook (gm)... Floyd Freeman (cm)	William Merrill (ad-ram)	F. L. Brown (ms)
*.22 when combined with weekly shopping news (Thurs.)									
INGLEWOOD 46,185 60,001 (Spec. U.S. '57 census)	News, 121 N. La Brea Ave., Zone 5, Tel.: ORchard 1-8266 (e) 11,485 .10* Flat	(I) (UP) (5¢, $1-mo) (West-Holliday Co., Inc.)	Inglewood Daily News, Inc. Edwin W. Dean, Pres.-Pub.	Robert O. Vincent (me-eep) Edwin W. Dean (e) Gerard J. Welzel (ce)	Warren Turnbull (sp) ... Vivian Willits (we)	Edwin W. Dean (gm)..... M. Lucile Beeler (bm) Wm. W. Lenmartz (cm)	Carl Lennartz (ad)..... Thomas Delperdang (cam)	Conrad Schnerk (ms)
*.19 when combined with Hawthorne Citizen, Lennox Citizen, Westchester Citizen, comb. circ. 27,000; Inglewood Citizen circ. 22,500 (paid) extra per line .09.									
LANCASTER-PALMDALE 3,594 25,000 Lancaster Loc. Est. '57 14,000 Palmdale Loc. Est. '57 45,000 CZ Est.	Antelope Valley Ledger Gazette, 656 West Lancaster Blvd., Tel.: WHitehall 2-1417 (d ex Sat.) 5,454 .10 Flat	(I) (AP) (J) 10¢ ($1.00 mo) (West-Holliday Co.)	Antelope Valley Ledger Gazette, Inc. W. J. Valentine, Pres.-Pub.	W. J. Valentine (e) .... Phil W. Garrison (me)	Phil W. Garrison (ne)...	W. J. Valentine (gm) ..... M. C. McCartney (cm)	William R. Cass (ad) ...	Harold Busch (ms)
LODI 13,798 16,623 (Spec. U. S. '54 Census)	News-Sentinel, Tel.: EN 9-2761 (m) 7,494 .08 Flat	(I) (UP) (5¢, 85¢mo) (West-Holliday Co., Inc.)	Lodi News-Sentinel..... Clyde C. Church, Pub.	A. W. Marquardt (e) .. Norris C. Mills (ce)	Carl Underwood (sp)	Clyde C. Church (gm)..... Wenzel Kraemer (cm)	Del B Rinfret (mga) .. James Harrah (ad) Lou Nichols (cam)	Paul Lerindegui (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LONG BEACH 250,767 298,415-ABC-CZ 391,981-ABC Par. 15	Independent Press-Telegram, 604 Pine Ave., Zone 12, Tel.: HEmlock 5-1161 (m) 46,043 Evening edition (e) 107,352 Combined daily (me) 153,395 Sunday edition (S) 142,795	.... .58 .56	.... Flat Flat	(I) (R) (AP, UP) (10¢, 20¢S, $2.00 mo-m & S, $2.00 mo-e&S) (Ridder-Johns, Inc.)	Twin Coast Newspapers, Inc. Herman H. Ridder Pub.	L. A. Collins, Sr. (eep-I) Malcolm Epley (eep-PT) Miles Sines (me) H. F. Burmester (e-PT) Everett Hoeking (ce-PT) Charles Cheatham (ce (ce-I) George Flowers (exec. ce)	Don Culpepper (ne-P-T) D. Ohl (ne-I) Sterling Bemis (Su) David R. Lewis (sp) Mary Lou Zehms (we) Henry Hollingworth (Exec. sp)	S. C. Cameron (gm) Larry Collins, Jr. (bm) W. J. Morrissey (cm)	Joseph P. Wall (ad) Warren S. Mitchell (mga) James P. Duncan (ram) Lois G. Smith (cam)	Ralph Taylor (pm) Werner W. Sell (ms)
LOS ANGELES 2,243,901 (Spec. U.S. '56 census) 2,590,677-ABC-CZ	Examiner, 1111 S. Broadway, Zone 54, Tel.: RIchmond 8-1212 (m) 354,865 Sunday edition (S) 702,399	.95 1.60	Flat Flat	(I) (AP, DJ, INS, NANA) (10¢, 20¢S, 52¢w, $2.25 mo) (*S) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. Franklin S. Payne, Pub.	Warden Woolard (eep-e) Leonard Riblett (ce)	R. C. Vaughan (ne) Don Goodenow (Su) Ben Woolbert (sp) Lynn Spencer (we)	C. T. Griffiths (bm) Wm. Merritt (cm) M. W. Roop (com)	C. W. Horn (ad) Carl W. Francis (mga) John H. Salm (cam) Tom Williams (ram)	Dave Brandman (pm) Andrew R. Mervick (ms) William Dover (rm)
	Herald & Express, 1111 S. Broadway, Zone 54, Tel.: RIchmond 8-4141 (e ex Sat.) 340,457 Saturday edition (Sat.) 292,709	.91 .91	Flat Flat	(I) (AP, INS, UP, DJ) (10¢d, $1.75 mo) (Moloney, Regan & Schmitt, Inc.)	Hearst Pub. Co., Inc. David W. Hearst, Pub.	Lewis S. Young (eep) H. H. Krauch (me) Agness Underwood (ce)	Arthur Hewitt (ne) George T. Davis (sp) Anne T. Smith (we)	G. R. Hearst, Jr. (bm) Ted Aust (cm)	Neil S. Hellis (ad) Robt. J. Simon (mga) Roy Walker (ram) George Lancaster (cam)	Carl Hammons (pm-apm) A. R. Mervick (ms)
	Mirror-News, 145 S. Spring St., Zone 53. Tel.: MAdison 5-2311 (e ex Sat.) 307,167 Saturday edition (Sat.) 288,688	.81 .81	Flat Flat	(R) (AP, CDN, DJ) (J) (10¢, $1.75mo) (O'Mara & Ormsbee, Inc.)	The Times-Mirror Co. Norman Chandler, Pres. Philip Chandler, Vice Pres. Otis Chandler, Asst. to the Pres.	James Bassett, (Asst. me) Hugh A. Lewis (e) J. Edward Murray (me) H. Durant Osborne (ce)	Wm. E. Holzhauser (ne) Sid Ziff (sp) Ken Tichenor (we)	Philip Chandler (gm) Frank Cross (cm) Milton Day (com)	M. W. Reimer (am) F. W. Noble (mga) Louis Einstein (ram) R. M. Kozek (cam)	E. J. Reap (pm) G. R. Hutchinson (prod. mgr) Fred Selzer (rd)
	Times, 202 W. First St., Zone 53. Tel.: MAdison 5-2345 (m) 464,453 Sunday edition (S) 841,853 San Gabriel Valley Section (S) ..... Orange County Valley Section (S) ..... Southern Communities Section (S) ..... Combined Orange County and Southern Communities Sections (S) ..... Glendale Section (S) ..... San Fernando Valley Section (S) ..... Combined San Fernando and Glendale Sections (S) ..... Centinela-South Bay Section (S) ..... West Side Communities Section (S) ..... Combined Centinela-South Bay and Westside Communities Sections (S)	1.05 1.75 .335 .20 .26 .35 .17 .28 .36 .21 .27 .39	Flat Flat Flat Flat Flat Flat Flat Flat Flat Flat Flat Flat	(I-R) (AP, DJ, UP, RN, CT-NYN, NYT) (*S) (J) (10¢, 20¢S, $2.25mo) (Cresmer & Woodward, Inc.)	The Times-Mirror Co. Norman Chandler, Pres.-Pub. Philip Chandler, Vice-Pres.-Gen Mgr.	L. D. Hotchkiss (e) Nick B. Williams (me) Taylor Trumbo (ce)	Morton B. Helm (ne-d) Frank Haven (ne-n) Paul Zimmerman (sp) William Stewart (we)	Philip Chandler (gm) R. F. Marx (cm)	Emile A. Hartford (ad) H. B. Jette (mga) L. L. Menhinick (ram) O. L. Hurlbert (cam)	Fred Selzer (rd) Edward Reap (pm-apm) Glen Hutchinson (Prod. Mgr.)
LOS GATOS 4,907 4,915 (Spec. U.S. '55 census)	Times-Observer, 114 Royce St., Tel.: EL 4-3900 (e ex Sat.) 3,821	.07	Flat	(I-D) (UP) (5¢, $1.00 mo) West-Holliday Co., Inc.	Los Gatos Pub. Co. Inc. Joseph C. Houghteling, Pres. George R. Kane, Pub.	George R. Kane (e-me) Gene Johnson (ce)	Gene Johnson (ne) John S. Baggerly (sp) Barbara Sawyer (we)	Mal Held (cm)	Bob Francisco (ram) Mrs. Mary Andrews (cam)	Jack Gibson (ms)
MADERA 10,497 12,706 (Spec. U. S. '53 Census)	News-Tribune, 110 North D St. (e) 4,210	.08	Flat	(I) (UP) (7¢, 28¢w, $1.15mo) (West-Holliday Co., Inc.)	Dean S. Lesher & Family Dean S. Lesher, Pub.	Harry Nordwick (me)	Bob Stanfield (sp) Doris Maggiorini (we)	John H. Lunney (gm) Gene Gaither (cm)	Kent Twyman (ad) Mrs. Mildred Stevenson (cam)	Frank Merck (ms)
MARTINEZ 8,268 8,769 (Special gov't census 1957)	Contra Costa Gazette. 937 Main St., Tel.: 400 (e ex Sat.) 7,331	.09	Flat	(R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Contra Costa Pub. Co. Wm. R. Sharkey, Jr., Pub.-Pres.	James T. Ritch (me)	Jerry Gandy (sp)	Wm. R. Sharkey, Jr. (gm) Dale Bissell (cm)	Fred Warnholz (ad-mga-ram) W. H. Hexner (cam)	Fred Warnholz (pm-apm) N. Ripley (ms)
MARYSVILLE-YUBA CITY 7,826 Marysville 7,861 Yuba City 10,294 (Yuba City Spec. '55 census) 26,720-ABC-CZ	Appeal-Democrat (e) 12,524	.11	Flat	(I) (UP) (10¢, 30¢w, $1.50mo) (West-Holliday Co., Inc.)	Appeal-Democrat R. C. Hoiles, Pres. R. C. Hardie, Pub.	Wm. J. Monahan (eep-me) Robert C. Hardie (e) Warren Thornton (ce)	Warren Thornton (ne) Richard Strange (sp) Betty Jo Hicks (we)	R. C. Hardie (gm-bm) Adelade Bell (cm)	Robert May (ad-mga-ram) Jane C. Smith (cam)	Robert May (pm-apm) Alton Omenson (ms)
MERCED 15,278 20,394 (Special U.S. census Sept. '57) 22,602-ABC-CZ	Sun-Star, 240 W. 17th St., Tel.: RA 2-1511 (e) 11,502	.11	Flat	(I) (UP) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Lesher Newspapers Dean Lesher, Pres.-Pub.	Clifford Schlegel (e-me) John Burns (ce)	Ed. Bradley (ne) Harry Stoekel (sp) Sibyl Groves (we)	D. S. Lesher (gm-bm) Don Payne (cm)	James P. Hughes (ad-mga) Oren Allen (cam)	Stanley Lesher (apm) Manuel Gutterriez (ms)
MODESTO 17,389 54,857-ABC-CZ	Bee, 14th & H. Tel.: LA 4-4041 (e) 33,947	.21	Flat	(I) (AP, UP, INS, McNS) (10¢, $1.50 mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Harry E. Conway (me) Otto N. Schroder (ce)	James A. Roach (sp)	W. B. O'Shea (bm) Carlo Bua (cm) L. R. Matushak (com)	James D. Harding (adv. mgr.) Raymond K. Pope (mga) Harry W. Millard (cam)	O. J. Brightwell (rd) Frank McPeak (Pub. Rel. Dir.) Hal Skemp (Prod. Dir.) Charles Lacure (ms)
MONROVIA 20,166 25,286 (Spec. U. S. '57 Census) 56,543-ABC-CZ	News-Post, 119 W. Palm Ave., Tel.: ELliott 9-4511 (e) 8,390	.10*	Flat	(I) (R) (AP) (CNS) (5¢, 25¢w, $1 mo) (West Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Warren Taylor, Pub.	Warren Taylor (e-eep) Elwood Irwin (me)	Fermo Cambianica (sp)	Warren Taylor (gm) Tom Cunningham (cm) David G. Holmes (bm)	Dean DeLond (ad-mgr) Fred Starr (cam)	Chas. H. Ellsworth (ms)
	*.20 in combination with weekly Citrus News-Advertiser free circulation 15,000; Arcadia, Monrovia, Duarte News Advertiser, free circ. 15,500.									
MONTEREY 16,205 21,840 (Sp. U.S. '56 census) 45,343-ABC-CZ	Peninsula Herald, Cor. Pacific & Jefferson, Tel.: FRontier 2-8111 (e) 20,288	.16	Flat	(I) (AP, UP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	Peninsula Daily Herald Co., Inc. Allen Griffin, Pres.-Pub.	Allen Griffin (e) Edward Kennedy (e-eep-asst. ed.) Ted Durein (me) James G. Costello (ce)	David Leonard (ne) Bob Bullock (sp) Evelyn Londahl (we)	Jas. G. Merbs (bm) James Boger (cm)	Fred Hawes (ad) Barbara Keller (mga) Larry Morris (cam)	Howard Fitzsimmons (ms)
MOUNTAIN VIEW 6,568 26,019 (Spec. U. S. '57 census) 39,000-CZ Est.	Register-Leader, 329 Castro St., P. O. Box 966, Tel.: YOrshire 7-5514 (e ex Sat. & Sun.) 2,394	.08*		(I-D) (UP) (J) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Sunnyvale Standard, Inc. Joseph C. Houghteling, Pres.-Pub.	Geo. M. Hall (e)	Harry Stern (ne) Fred Downing (sp) Sally Wetterholm (we)	George M. Ewing (gm) Amando Cassillas (cm)	Wayne Sturtevant (ram) Harry Harrison (cam)	.....
	*.14 in combination with Shopping News, combined circulation 18,000.									
NAPA 13,579 15,290 (Spec. U. S. '54 Census) 20,958-ABC-CZ	Register, 1202 First St., Tel.: BA 6-3711 (e) 11,991	.11	Flat	(R) (AP, UP) (ROP-I) (5¢, 35¢w, $1.25 mo) (West Holliday Co., Inc.)	The Napa Register Geo. H. Francis and Whitfield Griffiths, Pubs.	Whitfield Griffiths (eep-e-me) Arthur McKay (ce)	Arthur McKay (ne) Glenn Camp (sp) Astrid Edington (we)	Whitfield Griffiths (gm) Paul Donovan (bm)	Vincent Hale (ad-mga-ram) Delores Silveria (cam)	Vincent Hale (apm) William Cross (ms)

AMERICA'S third largest marketplace, Los Angeles, is rapidly attaining an even higher position in the nation's economy. In this strategic area, The Times has long been the principal influence for sales. It is first by far in circulation and in advertising; it is first, too, among the newspapers of the nation in volume of news and feature content, and in total, retail and classified advertising linage.

Circulation: 464,453 weekdays, 841,853 Sundays. (See ABC Publisher's Statement for six months ending September 30, 1957.)

LOS ANGELES **TIMES**

REPRESENTED BY CRESMER & WOODWARD, INC., NEW YORK, CHICAGO, ATLANTA, DETROIT, SAN FRANCISCO

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NORTH HOLLYWOOD (San Fernando Valley) (Part of Los Angeles) 626,450-ABC-CZ-Par. 15	Valley Times (e) ABC 46,492	.24 Flat	(I) (AP, DJ, NANA, UP, NYHT) (5¢) (Doyle & Hawley)	Valley News Corp. Russell A. Quisenberry Pres.-Pub.	Roy Bennett (eep) Jackson Berger (e) Ade Banks (ce)	Almer Isackson (ex.-ne) Claude Newman (sp) Frances Dewberry (we)	Carl Carstensen (bm) Ted Aust (cm)	Hal Lindley (ad) James Lupton (cam)	John Black (pm)
See SAN FERNANDO VALLEY population breakdown.									
OAKLAND 384,575 620,963-ABC-CZ	Tribune, 401-13th St., Zone 4, Tel.: TEmplebar 2-600 (e) ABC 206,734 Sunday edition (S) ABC 234,471	.72 Flat .74 Flat	(R) (AP; CDN, NYHT, UP) (J) (10¢, 20¢S, 45¢w e & S, $2 mo) (*S) (Cresmer & Woodward Co.)	The Tribune Pub. Co. J. R. Knowland, Pub.	Raymond Lawrence (eep) Joseph R. Knowland (e) Leo S. Levy (me) Alfred P. Reck (ce)	John Mason (ne) Mort Cathro (Su) Allan Ward (sp) Lyda Brockhagen (we)	J. R. Knowland (gm) John H. McCourtney (cm) H. B. Forsterer (com)	J. O. Wright (ad) Cliff Irish (mga) M. B. Lilja (ram) M. J. A. McDonald (cam)	Walter A. Brown (pm) A. C. Phelps (ms)
OCEANSIDE 12,881 20,489 (Spec. U.S. '56 census)	Blade-Tribune, 403 First St., Tel.: SAratoga 2-8223 (e ex Sat.) 5,820 Sunday edition (S) 5,820	.09 Flat .09 Flat	(I) (AP, UP) (10¢) (Western Dailies)	Thomas W. Braden, Pub.	Gerald J. Brown (me) Charles T. Hubbs (ce)	Irv Grossman (sp) Mrs. J. W. Fager (we)	Edward S. Ridley (bm) Cam Miller (cm)	C. W. Koch (ad)	Paul Wisdom (ms)
ONTARIO-UPLAND 22,872 Ontario 9,203 Upland 41,462 Ontario '57 12,650 Upland '57 32,075-ABC-CZ 50,536-ABC Par. 15	Report, 212 E. B St., Tel.: YUkon 611-22 (e) ABC 17,867	.13 Flat	(I) (AP, UP) (10¢ $1.40mo) (Gilman, Nicoll & Ruthman)	The Daily Report Co. Mrs. Jerene Appleby Harnish, Pres.-Pub.	Rolph Fairchild (eep) Mrs. Jerene Appleby Harnish (e) Quay House (me)	James Bryant (sp) Mrs Dorothy Pries (we)	C. R. Appleby (bm) Ernest Atkinson (cm) M. F. Adkins (com)	Philip A. Sawyer (ram) Andrew B. Appleby (mga) Leonard Bentz (cam)	Walter Axley (ms) C. R. Appleby (pm)
ORANGE 12,463 (Spec. Cen. 1952) 21,334 (Spec. Cen. 1957)	News, 44 Plaza, Tel.: KEllogg 8-1144 (e ex Sat.) 5,238	.09 Flat	(I-R) (UP) (10¢, $1.00 mo) (West-Holliday Co., Inc.)	Orange Daily News C. O. Voigt, Pub.	C. O. Voigt (eep-e) Jack Carper (me) Darrell Maddox (ce)	Bob Womack (sp) Army R. Palmiter (we)	C. O. Voigt (gm-bm) Thomas Lemmon (cm)	John Sandford (ad-mga) W. H. Thurman (ram) Mildred Chamberlin (cam)	Seth Shenton (ms) C. O. Voigt (pm)
OROVILLE 5,387	Mercury-Register (e) 5,758	.08 Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Oroville Mercury Co. Dan. L. Beebe, Pub. Charles Randolph, Asst. Pub.	Dan L. Beebe (e) Joseph McClain (ce)	Wm. Talbitzer (sp)	Dan L. Beebe, Jr. (cm)	Charles Randolph (ad)	.....
OXNARD 21,567 28,879 (Spec. U.S. '56 census) 31,335-ABC-CZ 34,741-ABC Par. 15	Press-Courier, 338 South A, Tel.: HUnter 3-1101 (e) ABC 9,784	.09 Flat	(I) (UP) (J) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Oxnard Press-Courier Co., Inc. Mrs. George Grimes, Chm. of Board George Grimes, Pub.	George Grimes (e) Lee Grimes (me) Martin Rossman (ce)	Harold Totten (sp) Marion Brennan (we)	George Grimes (gm) H. Ford Willey (cm)	Thomas M. Grimes (ad) Judd Raph (mga) J. E. Suite (ram) Robert Holland (cam)	T. M. Metzger (pm) Gerald Colby (ms)
PALM SPRINGS 7,862 12,225 (Spec. U.S. '56 census)	Desert Sun, 174 N. Palm Canyon Dr., Tel.: FA 5-5005 (e ex Mon.) 6,516	.10 Flat	(I) (UP) (Western Dailies)	The Desert Sun Pub. Co. Geo. E. Cameron, Pres. Ward J. Risvold, Pub.	Don Klotzbaecher (me)	Fred Weigel (sp) Hildy Crawford (we)	Ward J. Risvold (gm) O. J. Risvold (cm)	Robt. Linskey (ad) Wanda Kennedy (cam)	Arthur Letherby (pm) J. W. Richardson (ms)
PALO ALTO 25,475 41,002 (Spec. U.S. '55 census) 46,566-ABC-CZ 54,813-ABC Par. 15	Times, 245 Lytton Ave., Tel.: DAvenport 6-1200 (e) ABC 28,825	.19 Flat	(I) (AP) (10¢, $1.50mo) (Doyle & Hawley)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Vice.-Pres. and Gen. Mgr. Harry L. Millet, Pub.	Alexander S. Bodi (e) Boyd Haight (ce)	J. L. Silvey (ne) Walter Gamage (sp) Cornelia Matijasevich (we)	Charles Tyler (bm) A. Rehm (cm)	Jack Hieronymus (mga-ram) T. E. Bogardus (cam)	Jack Hieronymus (apm) W. P. Carlile (ms)
PASADENA 104,577 175,923-ABC-CZ Par. 15 179,000-CZ Est.	Independent, 525 E. Colorado St., Tel.: SYcamore 5-6811 (m) ABC 30,641 Star-News (e) ABC 42,105 Combined daily (me) ABC 72,746 Independent, Star-News (S) ABC 65,426	.... .33 Flat .33 Flat	Ind. (I-R) S-N (AP, DJ, INS, UP, NYHT) (*S) (10¢, 15¢S, $2.00mo-e&S, $1.75mo-m&S) (Ridder-Johns, Inc.)	Twin Coast Newspapers, Inc. Bernard J. Ridder, Pub.	Lee M. Merriman (e) Bill Sumner (assoc. editor) Arnold Huss (me) Stanley Farquharson (ce day) George Neill (night editor)	Charles Williams (Su) Rube Samuelsen (sp) Bob Shafer (ex. sp) Ruth Billheimer (we)	Don Nutter (gm) Elwood R. Williams (bm) Don Wilson (cm) John Pullin (com)	S. L. Hayward (ram) Ray W. Johnston (mga) Elizabeth Churchill (cam)	Prisk Paddock (ms)
PASO ROBLES 4,835 6,148 (Spec. U.S. '52 census)	Press, 1212 Pine St., Tel.: 802 (e ex Sat.) 3,074	.06 Flat	(I) (UP) (J) (10¢, $1.00 mo) (Western Dailies)	Paso Robles Pub. Co. F. E. Weybret, Pub.	F. E. Weybret (eep-e) H. W. Johannes (me)	Al Friedenthal (ne-sp) Joyce Gombos (we)	Harold Phillips (cm)	K. W. Pike (mga)	Mike Bailey (ms)
PETALUMA 10,315 10,315-ABC-CZ	Argus-Courier, 137 Keller St., Tel.: PO 2-4541 (e) ABC 5,447	.08 Flat	(R) (AP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	The Olmsted Co. Duncan H. Olmsted, Pub.	Duncan H. Olmsted (eep-e) Clarence Stevens (ce-me)	Clarence Stevens (ne-sp) Lura A. Frati (we)	Duncan H. Olmsted (gm-bm) Roger Esteves (cm)	John A. Olmsted, Jr. (ad-mga-ram) Earl Tibbets (cam)	S. Clay Olmsted (ms)
PITTSBURG 12,763 16,574 (Spec. U.S. '56 census)	Post-Dispatch & Independent (e ex Sat.) 5,149	.08* Flat	(I) (UP) (7¢, $1.25 mo) (West-Holliday Co., Inc.)	Post-Dispatch Co. Mrs. Ted Bishop and Mrs. Louis Meyer, Pubs.	Mrs. Ted Bishop (e) Neil Dixon (me)	Charles Zeno, Jr. (sp) Maxine Lampley (we)	Ben Rich (cm)	R. Roger Reeve (ad) E. Marchus (cam)	Ralph Davis (ms)
.14 when combined with weekly Sentinel Shopper, circulation 16,969; comb. circulation 22,118.									
POMONA 35,405 58,874 (Spec. U. S. '57 census) 45,930-ABC-CZ 71,957-ABC Par. 15	Progress-Bulletin (e) ABC 28,038	.16 Flat	(I-R) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Progress Bulletin Pub. Co. A. T. Richardson, Pres.	A. T. Richardson (eep-e) Theodore Johnson (me) Joe Gendron (ce)	David C. Meiklejohn (ne) Jack Sloan (sp) Miss Mary Campbell (we)	Chas. T. Richardson (bm) Donald Lewis (cm)	James K. Peirsol (ad) Ralph Pohl (ram) Kenneth Boughton (cam)	M. A. Johnson (ms)
PORTERVILLE 6,904 7,802 (Spec. U. S. '54 Census)	Recorder, 206 E. Putnam Ave., Tel.: SU 4-5000 (e) 3,378	.065 Flat	(I) (UP) (J) (7¢) (none)	Homer W. Wood, d.b.a. Porterville Evening Recorder Homer W. Wood, Pub.	Homer W. Wood (eep-e) Henry C. Brock (me) Robert Moyle (ce)	Henry C. Brock (ne) Robert Moyle (sp) Patricia Geisler (we)	Homer W. Wood (gm) Alice C. McAuley (bm) Leora Black (cm)	Alice C. McAuley (mga)	Earl Johnke (ms)
RED BLUFF 4,905 5,753 (Spec. U.S. '55 Census)	News, 230 Walnut, Tel.: 31 (e) 5,217	.07 Flat	(I) (UP) (10¢, $1.25mo) (West-Holliday Co., Inc.)	Mr. Marion S. Walker Pub.	Marion S. Walker (e) Nelson R. Wilson (me)	Don Sauer (sp) Mrs. Lee Peters (we)	Mrs. Opal Tucker (bm)	Mrs. Opal Tucker (ad-mga) Bard Saunders (cam)	Sam H. Hall (ms)
REDDING 10,256 11,880 (Spec. U.S. '54 census) 17,684-ABC 20,177-ABC-Par. 15	Record-Searchlight, 1205 Placer St., Tel.: CHestnut 3-2424 (e) ABC 13,114	.10 Flat	(I) (AP) (.10, 36¢w, $1.50mo) (West-Holliday Co., Inc.)	Redding Record, Inc. (a John P. Scripps newspaper)	Paul C. Bodenhamer (eep-e) George L. Brand (me)	George Jensen (sp) Mrs. Margaret Galloway (we)	Carey D. Guichard (bm) D. H. Fado (cm)	Milton A. Towle (ad) Mrs. Sue Vinita (cam)	Dewey Rink (ms)
REDLANDS 18,429 21,266 (Spec. U.S. '53 Census)	Facts (e) 5,535	.08 Flat	(R) (UP) (5¢, $1.25mo) (Western Dailies)	Redlands Daily Facts Wm. G. Moore, Pub.	Frank E. Moore (e)	Josephine Reay (we)	Wm. G. Moore (gm) Orville Sherrard (cm)	D. deV. Ditwiler (ad-mga-cam)	.....
REDONDO BEACH 25,226 41,845 (Spec. U.S. '56 census) 54,382-ABC-CZ 76,025-ABC-Par. 15 92,986 Loc. Est.	Breeze, 131 S. Pacific Ave., Tel.: FRontier 2-2101 & ORegon 8-5258 (e) ABC 19,156	.10* Flat	(I-R) (AP, CNS) (5¢, $1mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Robert L. Curry, Pub.	Robert L. Curry (e) S. C. Stewart (me) John C. Moon (ce)	Stuart Robertson (ne) Henry Burke (sp) Mary Brandvig (we)	Robert L. Curry (gm) Fred Robbins (aud) Jack L. Hansley (cm)	Herbert G. Gulick (ad) Mrs. Leo Tremblay (cam)	Fritz Kaessinger (ms)
*.31 in combination with weekly Breeze Advertisers, circulation 30,350.									

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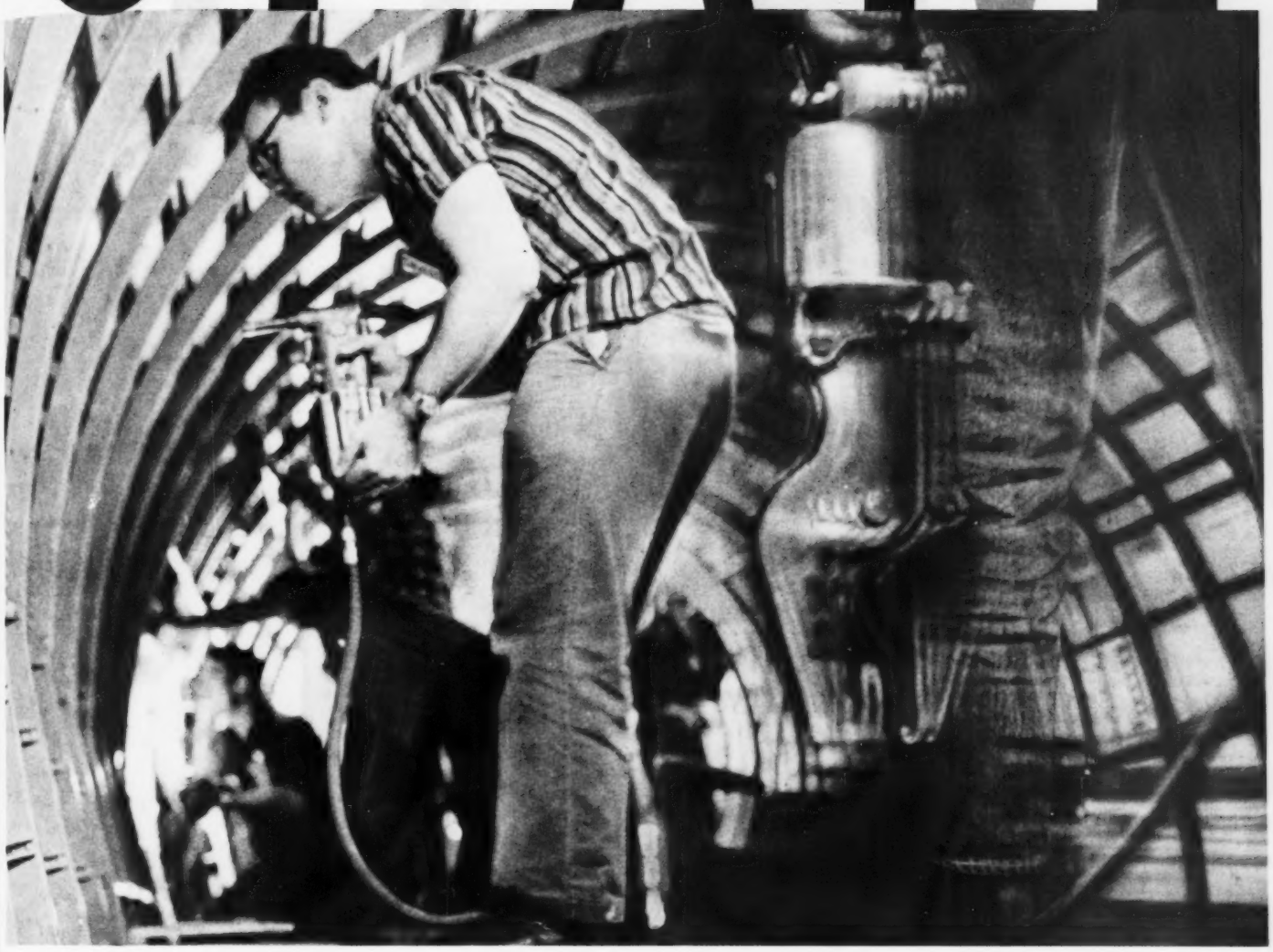
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
REDWOOD CITY 25,544 38,960 (Spec. U.S. '54 Census) 37,744-ABC-CZ 46,525-ABC Par. 15	Tribune, 901 Marshall St., Tel.: EMerson 8-2811 (e) 18,332 .15*	Flat	(I) (AP) (5¢, $1.50mo) (Doyle & Hawley)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Vice Pres. & Genl. Mgr. R. L. Spangler, Pub.	David N. Schutz (eep-e) Otto Tallent (ce)	John Jackson (ne) Ed Jacoubowsky (sp) Jean Vellenga (we)	Winfield Whitney (bm) Robert Carl (cm)	Edwin Rice (mga-ram) Mary Ends (cam)	Edwin Rice (pm) Albert E. Forrest (ms)
*.19 in combination with weekly Times-Gazette; total circulation 25,091.									
RICHMOND 99,545 147,133-ABC-CZ	Independent.164-10th, 1, Tel.: BEacon 2-2532 (e) 32,069 .21	Flat	(I) (AP, UP, INS) (10¢, 40¢w, $1.50mo) (Story, Brooks & Finley)	Owens Publications, Inc. L. E. Owens, Pres. Warren Brown, Jr., Pub.	A. M. Richards, Jr. (e-me) Russell F. Whiting (eep) Jack Allard (ce)	Virginia Studley (ne) Ed Levitt (sp) Helen Williams (we)	Warren Brown, Jr. (gm) R. Allan Bean (bm) Roger Gordon (cm)	Harrison J. Colborne (am) Darrell Smith (ram) Wendell Sorensen (cam)	Jack Bates (ms)
RIVERSIDE 46,764 75,640 (Spec. U.S. '57 census) 69,206-ABC-CZ 93,333-ABC Par. 15	Enterprise (m) 16,423 .... Press (e) 26,115 .... Combined daily (me) 42,538 .20 Flat Press Enterprise (S) 42,420 .20 Flat		(I) (NYHT, AP) (UP Sportswire) 10¢d, 15¢S, 40¢w, $1.85	Riverside Daily Press Howard H. Hays, Sr., Pres.	Norman A. Cherniss (eep) Howard Hays, Jr. (e) Garland Griffin (me-E) Al Perrin (me-P)	Bob Hirt (Su) Garland Rose (sp) Margaret Steen (we)	Arthur A. Culver (gm-bm) William Rich (cm) Fred Carr (com)	R. C. Marcus (ad) Ray Hammond, Jr. (mga-ram) Florence Tyler (cam)	R. C. Marcus (pm-apm) Fred Brower (ms)
ROSEVILLE 8,723 10,257 (U. S. Census, 1955) 9,476-ABC-CZ 10,257-ABC-Par. 15	Press-Tribune (e ex Sat.) 2,598 .075	Flat	(I) (UP) (.10, $1.25 mo.) (Don R. Pickens Co.)	F. E. Sevrens, Publisher	Shelby Tree (e) C. Mitchell (me)	C. Mitchell (ne) E. Isensen (sp) Calla Petersen (we)	A. Baugh (gm) M. Brewer (cm)	F. Headley (mga) Lynn Allen (cam)	L. G. Iddings (ms) F. E. Sevrens (apm)
SACRAMENTO 135,572 157,182 (Spec. U. S. '55 Census) 255,278-ABC-CZ	Bee, 21st & Q Streets, Zone 4, Tel.: GIlbert 2-5011 (e) 149,006 .48	Flat	(I) (AP, UP) (J) (10¢, $1.75mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Myron V. Depew (me) George E. Helmer (exec. e) Eugene Hill (ce)	Bill Collins (sp)	H. P. Walls (bm) Raymond H. Rhodes (asst. bm) V. P. Willett (cm) L. R. Matushak (com)	Robert R. Van Slambrouck (adv. mgr.) Wyett M. Yocum (mga) L. W. Averill (cam)	O. J. Brightwell (rd) F. C. McPeak (public relations director) H. P. Skemp (production director) C. O. Lacure (ms)
	Union (m ex Sat.) 44,262 .18 Sunday edition (S) 53,352 .22	Flat Flat	(I) (AP) (5¢, 15¢S, $1.50mo-d&S) (West-Holliday Co., Inc.)	Sacramento Pub. Co., Ltd.	J. L. Rosenberg (eep) E. E. Nichols (me)	Bill Conlin (sp) Maebelle Pendergast (we)	C. E. Borom (gm) Bill Sherwood (cam)	C. A. Moore (ad) Dave Brazil (cam) Frank Keeling (mga)	.....
SALINAS 13,917 21,133 Sp. U. S. '55 Census 35,616-ABC-CZ 40,074-ABC Par. 15	Californian (e) 14,774 .13	Flat	(I) (UP) (mer) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Salinas Newspapers, Inc. Paul H. Caswell, Pres.-Pub.	Paul H. Caswell (e) Jack Patton (me)	Max Gordon (ne) Ernest Olson (sp) Laverne Gunderson (we)	G. V. Baymiller (gm-bm) Robert Proctor (cm)	Francis Cislini (ad-mga) Robert L. Huttenhoff (ram) H. D. McKay, Jr. (cam)	G. V. Baymiller (pm) Merwyn Ballard (ms)
SAN BERNARDINO 63,058 83,145 (Spec. U.S. '56 Census) 114,264-ABC-CZ 125,338-ABC Par. 15	Sun, 399 "D" St., Tel.: TUrner 9-9666 (m) 41,864 .... Telegram (e) 16,934 .... Combined daily (me) 58,798 .23 Flat Sun-Telegram (S) 55,201 .23 Flat		(I) (AP, NYHT, UP) (J) (5¢, 15¢S, Sun $1.95mo, m&S; Telegram $1.95 mo, e&S) (West-Holliday Co., Inc.)	The Sun Company James A. Guthrie, Pres. James K. Guthrie, Exec. Vice-Pres.	James A. Guthrie (e) Robert L. Harbison (asst. e) G. David Ackley (me) Frederick Lawless (me) Jack E. Blue (ce) Gerald Adix (ce) Jefferson D. Yohn (eep)	William B. Adams (ne-T) Lewis Rhyner (ne-S) Bob Walton (sp) Claude Anderson (sp) Charles D. Perlee (we)	James K. Guthrie (bm-S) E. L. Fleming (bm-T) O. P. Balosso (cm) M. M. Sikes (com)	H. P. Graham (ad) William Bartlett (ram) J. J. Farrell (cam)	George W. Savage (pm) Richard W. Pelton (apm) R. O. Nicolay (ms)
SAN DIEGO 334,387 434,924 (Spec. U. S. '52 Census) 403,206-ABC-CZ 519,498-ABC Par. 28	Transcript (e) ..... .19	.14	(I) (UP) (15¢, $3.75 mo)	L. L. Grandier, Pub. A. G. Arbuckle, E. M. Morrison Co-Pubs.	Edw. Morrison (e)	.....	A. G. Arbuckle (cm)	.....	Ralph Kamb (ms)
	Union, 919 Second Ave., Zone 1, Tel.: BElmont 4-7111 (m) 82,722 .... Tribune (12) (e) 114,206 .... Combined daily (me) 196,928 .75 Flat Union (S) 175,379 .68 Flat Evening & Sunday (eS) 289,585 .86 Flat		(R) (I) (AP, and services, UP, and services, DJ, Copley Press, Washington Bur., CNS, Sacramento, INS, NYT-CT-NYN-RN) (10¢m, 10¢e, 20¢S, $1.80 mo-e, $2.05mo-m&S, $2.10 mo-e&S) (West-Hollidav Co., Inc.)	Union-Tribune Publishing Co. James S. Copley, Pres.-Pub. Wm. Shea, Asso. Pub.	James S. Copley (chrmn. ed. brd.-U) Herbert G. Klein (eep-U) Newell Jones (eep-T) Richard F. Pourade (e-U) Eugene F. Williams (e-T) Herbert G. Klein (exec. e-U) Kenneth L. Simms (me-T) King Durkee (me-U) Edward L. Thomas (ce-U) Guy Ryan (ce-T)	Albert Bluhm (exec. ne-U) Larry Sisk (exec. ne-T) Carl Brucker (ne-T) Robert E. Nichols (Su) Jack Murphy (sp-U) Geo. Herrick (sp-T) Hugh Thompson (we-U) Dorothy O'Toole (we-T)	Wm. Shea (gm) Alex DeBakcsy & E. R. Anderson (asst. to gm) Walter J. Schneider (bm) E. L. Schellenberg (cm) H. R. Morick (com)	Kenneth Flood (ad) John Mulkey (mga) Francis D. Ide (ram) Worth Wright (cam)	Paula Kent (pm) Bertram G. Burke (prod. mgr.)
SAN FERNANDO VALLEY (Part of Los Angeles) 249,401-ABC-CZ	(See North Hollywood)								
NOTE: City Zone '56 Loc. Est. of San Fernando Valley communities (comprising North Hollywood; Pacoima; Panorama City; Sun Valley; Sepulveda; Sherman Oaks; Studio City; University City; Van Nuys in City of Los Angeles and the City of San Fernando) is 783,873; City of Burbank is 93,562.									
SAN FRANCISCO 775,357 790,548-ABC-CZ	Call-Bulletin, 860 Howard St., Zone 19, Tel.: YUkon 6-5151 (e ex Sat.) 141,072 .65 Saturday edition (Sat.) 126,607 .65	.57	(I) (AP, INS) (10¢, 35¢ w, $1.50mo-d) (Moloney, Regan & Schmitt, Inc.)	San Francisco Call-Bulletin Division Hearst Publishing Co., Inc. Lee Ettelson, Pub.	Andrew Curtin (eep) Jas. W. McLean (me) R. Cazenave (asst. me) Hubert J. Bernhard (ce)	Tom Eastham (ne) Jack McDonald (sp) Hazel Holly (we)	Wells B. Smith (bm) Frank E. Howard (cm)	R. L. Litchfield (ad) Wallace Brooks (asso. ad) O. L. Barker (mga) Max Wilcox (ram) I. G. Keller (cam)	John T. Callahan (pm) Harry Davidson (ms)
	Chronicle, 5th & Mission Sts., Zone 19, Tel.: GA 1-1112 (m) 194,400 .78 Flat Sunday edition (S) 252,426 .85 Flat		(I-R) (AP, CT-NYN, NANA, NYHT, NYT, RN, UP) (J) (10¢, 20¢S, $2.25mo) (Sawyer-Ferguson-Walker Co.)	Chronicle Pub. Co. Chas. de Young Thieriot, Pres.-Pub.	Templeton Peck (eep) Chas. de Young Thieriot (e) Scott Newhall (exec. e) Gordon Pates (me) Abe Mellinkoff (ce)	Wm. German (ne) Stanleigh Arnold (Su) Wm. Leiser (sp) James Estes (we)	C. E. Gilroy (bm) Edwin H. Roberts (cd) L. A. Denny (com)	Lynn H. Gamble (ad) Robert E. Lee IV (mga) Robert S. Ward (ram) Wm. C. Pickett (cam)	Phelps Dewey (pm) Fred E. Gross (ms)
	Examiner, 3rd & Market, Zone 19, Tel.: SUtter 1-2424 (m) 254,279 .95 Flat Sunday edition (S) 483,661 1.55 Flat		(I) (AP, INS) (10¢, 20¢ S, $2.25mo-d&S) (Hearst Advertising Service)	Hearst Publishing Co. Inc., San Francisco Examiner Div. Randolph A. Hearst, Pres. Charles Mayer, Pub.	Dick Pearce (eep) Linton von Beroldingen (e-me) Josua Eppinger, Jr. (assoc. me)	Philip Hindley (ne) William R. Hall (Su) Vernon D. Grieve (sp) Kathleen Doyle (we)	Philip M. Knox (bm) J. B. Casaday (cm) G. B. Sharman (com)	Geo. S. Brumback (ad) Arthur L. Gilbert (ram) Guy R. Daniel (cl-ad-dir)	Gray Creveling (pm) Leo W. Shea (ms)
	News, 812 Mission St., Zone 1, Tel.: EX 2-6700 (e ex Sat.) 103,537 .50 Flat Saturday edition (Sat.) 92,789 .50 Flat		(I) (DJ) (SHNA, UP) (10¢, $1.50mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	Charles H. Schneider (e) Robert W. Lee (eep) Albert M. Colegrove (ex-e) Harry Press (ce)	Ed Orloff (ne) Bud Spencer (sp) Dorothy Walker (we)	W. H. Metz, (bm) Arvey Drown (cm)	Robert B. Selby (ad) Charles H. Holmes (cad) R. K. Hill (mga) Walter Barkdull (ram)	.....

CITY ALIVE*



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN FRANCISCO —Continued	Wall Street Journal (Pacific Coast Edition), 1540 Market St., Zone 19, Tel.: UNderhill 3-3250. (m ex Sat.) (AC) 73,156 .85 .68		(I) (AP, DJ, RN, UP) (10¢, $20 yr.) (Own Office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e).... Robert Bottorff, (exec. e) Chas. N. Stabler (me)	.....	Buren H. McCormack (bm) Geo. J. Delaney (circ. sales mgr) Robert Wilson (circ. service mgr) T. F. Mowle (com)	T. E. Callis (ad) George Dupee (mgr)....	John J. McCarthy (natl. prod. mgr.) O. C. Reeder (prod. mgr.)
SAN GABRIEL VALLEY.....	(See West Covina)								
	Includes West Covina 21,097; Covina, 3,956; Azuza, 11,042; Glendora, 3,988, et al. ('54 Cen.) S. G. Valley (AC) 56,164; Par. 15 '56: 145,121.								
SAN JOSE ..... 127,564 (1956; U.S. Spec. Census) 201,085-ABC-CZ 282,094-ABC Par. 15	Mercury, 211 W. Santa Clara, Zone 6, Tel.: CY 2-5252 (m) (AC) 59,177 .... News (e) (AC) 51,095 .... Combined daily (me) (AC) 110,272 .39 Flat Mercury-News (S) (AC) 94,904 .36 Flat		(I) (AP, UP, INS) (10¢, 20¢S, $2.25 mo.) (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres J. B. Ridder, Pub.	Kenneth S. Conn (e) ... Oscar Liden (me-M) Paul Conroy (me-N) Ben Hitt (ce-M) Arthur Stokes (ce-N)	Mark Wright (Su) Louis Duino (sp) Esther Walker (we)	Henry C. Page (gm) ..... Ancel Turner (cm)	Louis E. Heindel (ad)... C. J. DeLorenzo (am) Carl Edwards (ram) Robert C. Williamson (mga) Har M. Henry (cam)	Daniel K. Stern (rd-prd) Hans E. Rosberg (ms)
SAN LEANDRO ..... 27,542 64,037 (Spec. U.S. '57 census)	Morning News, 13666 E. 14th St., Tel.: TRinidad 2-1900 (m) 10,428 .12 Flat		(I) (AP) (10¢d, $1.25 mo) (West-Holliday)	Congleton-Reed Co. .... Robert S. Reed, Pres. Tom G. Congleton, Sec.	Robert S. Reed (eep-e) Wallace Patterson (me) Frank Kiefer (ce)	Wallace Patterson (ne) Win Currier (sp) Dorothy Minton (we)	Tom G. Congleton (gm-bm) Ernest Lima (cm)	Chet Becker (ad) Eddie Gilmartin (ram) Jim Hoffer (cam)	.....
SAN LUIS OBISPO ..... 14,180 17,229 (Spec. U.S. '55 census) 16,250-ABC-CZ 19,299-ABC Par. 15	Telegram-Tribune, 1240 Morro St., Tel.: LIberty 3-1901 (e) (AC) 11,161 .10 Flat		(I) (UP) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Telegram-Tribune Co. (a John P. Scripps newspaper) R. W. Goodell, Pres.	R. W. Goodell (eep-e) Elliot Curry (me)	John D. Nettleship (sp) Eileen O'Connor (we)	Jas. L. McLain (bm) ..... Winston Carter (cm)	W. F. Deming (ad)..... Ed Dahl (cam)	Raymond C. Mossberg (ms)
SAN MATEO..... 41,782 60,437 (Spec. U.S. '55 census) 65,220-ABC-CZ 85,548-ABC Par. 15	Times & News-Leader, 145 Second Ave., Tel.: DI 3-1831 (e) (AC) 26,499 .18 Flat		(I-R) (AP, UP) (J) (10¢ $1.50mo) (Gilman, Nicoll & Ruthman)	Amphlett Ptg. Co. ..... J. Hart Clinton, Pres.-Pub. Harold A. Schlotthauer, Asst. to Pub.	Harold Turnblad (eep-e-me-ce)	Geoffrey Corrall (ne) .. Jack Bluth (sp) Jane Barber (we)	Richard G. Thrift (bm).... E. L. Arney (cm)	Max Bales (ad-mga-ram) Margaret Buschini (cam)	Clay B. Carley (ms)
SAN PEDRO..... (Part of Los Angeles City) 48,058-ABC-CZ 53,096-ABC Par. 15	News-Pilot (e) (AC) 14,204 .12 Flat		(I-R) (AP, Copley News Service) (5¢, $1.15mo) (West-Holliday Co., Inc.)	San Pedro Ptg. & Pub. Co. Alden C. Waite, Pres. Bynner Martin, Pub.	Bynner Martin (e)..... Benny R. Perez (me)	Benny Perez (ne)..... Richard Roberts (sp) Marilyn Borst (we)	Bynner Martin (gm)..... Hubert Kaltenbach (cm)	Arnold Ecklund (mga-ram) Geo. Coverdale (cam)	Carl Johnson (ms)
SAN RAFAEL ..... 13,848 16,526 (Spec. U.S. '56 Census) 44,429-ABC-CZ 48,865-ABC Par. 15	Independent-Journal, 1028 B St., Zone 1, Tel.: GLeenwood 4-3020 (e) (AC) 23,417 .16 Flat		(I-R) (AP, UP) (10¢, $1.50mo) (Gilman, Nicoll & Ruthman)	California Newspapers, Inc. Roy A. Brown, Pres.-Pub.	Jack Craemer (me) Bryce Anderson (ce)	Beth Buchard (ne)..... Jim Gilmartin (sp) Florence Donnelly (we)	Roy A. Brown (gm)..... Wishard A. Brown (bm) Julian Leone (cm) Teckla Bott (com)	Jack Weese (mga)..... Carl Lehman (cam)	Gordon Dixon (ms)
SANTA ANA ..... 45,533 59,006 Sp. U. S. '54 Census 81,141-ABC-CZ 138,015-ABC Par. 15	Register (e) (AC) 45,639 .22 Flat Sunday edition (S) (AC) 45,706 .22 Flat		(I) (AP, UP) (5¢, 10¢s, $1.60mo) (John W. Cullen Co. and West-Holliday Co., Inc.)	Freedom Newspapers, Inc. R. C. Hoiles, Pres.-Pub.	R. C. Hoiles (e) ..... Clennell Wilkenson (me) Ronald Hoge (ce)	Ronald Hoge (ne) ..... Eddie West (sp) Louise West (we)	C. H. Hoiles (gm) R. R. Biles (bm) Fred Hansen (cm) J. H. Hoiles (com)	J. E. Lyons (mga) ... Kenneth Johnson (ram) Don Schneeweis (cam)	Wm. Lawrence (ms)
SANTA BARBARA ..... 44,913 50,793 (Spec. U.S. '55 census) 57,204-ABC-CZ	News-Press (e) (AC) 24,131 .16 Flat Sunday edition (S) (AC) 25,235 .16 Flat		(I) (AP, UP) (*S) (10¢d, 15¢S, $1.75 mo-d&S) (Cresmer & Woodward, Inc.)	News-Press Pub. Co... T. M. Storke, Pres.-Pub. C. A. Storke, Co-Pub.	T. M. Storke (e) ..... C. A. Storke (me) P. Veblen (asst. to e) John Ball (ce)	Stanley Elliott (ne)..... Richard E. Praul (sp) Litti Paulding (we)	B. D. Lane (gm) ..... Russell A. Barcroft (cm) B. A. Willought (com)	B. D. Lane (mga) ..... C. O. Snyder (ram) C. T. Slater (cam)	Richard Smith (pm) V. G. Manning (ms)
SANTA CRUZ ..... 21,970 22,794 (Spec. U.S. '55 census) 31,463-ABC-CZ	Sentinel, 125 Church St., Tel.: GArden 3-4242 (e ex Sat.) (AC) 13,505 .10 Flat Sunday edition (S) (AC) 14,000 .10 Flat		(I-R) (AP) (J) (5¢, 5¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Sentinel Pub. Co..... Fred McPherson, Jr., Pub.	Fred McPherson, Jr. (eep) Gordon Sinclair (me)	John Strothard (Su) Arnold Wechter (ne) Mel Bowen (sp) Betty Bushman (we)	Fred McPherson, Jr. (gm) Lloyd Berlin (cm)	Norman L. Powell (ad) James Baker (mga) James O'Sullivan (ram)	Sewall March (ms)
SANTA MARIA..... 10,440 14,177 (Sp. U. S. 1956 Census)	Times, 201 W. Chapel, P. O. Box 400, Tel.: WAlnut 5-2693 (e) 6,291 .09 Flat		(I) (UP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Earl J. Fenston, Pub.	John Mitchel (Assoc. e-eep) James B. Garrett (ce-me)	John Mitchel (ne) Larry Minter (sp) Emma Davis (we)	Robert S. Magee (gm-bm) Joe Boessenecker (cm)	W. A. (Bill) Crouch (ad-mga)	F. E. McFall (ms)
SANTA MONICA..... 71,595 75,132 (Spec. U.S. '53 census) 92,407-ABC-CZ 100,534-ABC Par. 15	Outlook, 1540 3rd St., Tel.: EX 4-6731 (e) (AC) 25,855 .17 Flat		(R) (AP, UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Santa Monica Pub. Co. Robert E. McClure, Pres.	Robert E. McClure (e) R. A. Fahlstadt (me) Carl Fritsch (ce)	Carl T. White (sp) Dora May Prester (we)	J. D. Funk (gm) Ralph Kuhn (cm)	T. A. Alvord (mga-ram) Charles Eastwood (cam)	Charlotte Holzhanger (pm)
SANTA PAULA ..... 11,049 12,186 (Spec. U.S. '56 census)	Daily Chronicle, 116 N. 10th St., Tel.: 790 (e ex Sat.) 2,976 .07 Flat		(I) (UP) (J) (5¢, $1mo) (West-Holliday Co., Inc.)	Daily Chronicle Pub. Co., Inc. Harry B. Averill, Pres.-Pub.	Harry B. Averill (e) .. Rex Wagner (ce)	Wallace Smith (ne)..... Esther Mary Brannen (we)	Richard Kelly (bm) ..... Fred Calvert (cm)	Richard Kelly (mga)..... James E. Mills (ram)	Richard Kelly (pm) Foster Burleson (ms)
SANTA ROSA..... 17,902 28,104-ABC-CZ	Press-Democrat, 427 Mendocino Ave., Tel.: LIberty 6-2026 (e ex Sat.) (AC) 31,250 .20 Flat Sunday edition (S) (AC) 32,582 .20 Flat		(I) (UP) (10¢, 15¢S, $1.75mo) (Gilman, Nicoll & Ruthman)	Press Democrat Pub. Co. Mrs. E. L. Finley, Pres.-Pub. Evert B. Person, Asst. Pub.	Dan Bowerman (e) Art Volkerts (me)	Richard Torkelson (ne) William Duddelson (Su) Phil Esler (sp) Roby Gemmel (we)	Dan Bowerman (gm)..... Evert B. Person (bm) Chas. Pexton (cm)	Paul Johnson (ad-mga) Stanley Stewart (ram) Claude I. Poore (cam)	John Wagner (ms)
SONORA ..... 2,760-Loc. Est. 4,872-CZ Est.	Daily, 38 N. Wash. (e) 2,930 .09 .07		(I-D) (SC) (7¢d; 9¢ Wed.) (none)	Peckham & Peckham... O. K. Peckham, Pub.	O. K. Peckham (eep-e-me-ce)	O. K. Peckham (ne-sp)	O. K. Peckham (gm) ..... Chas. Peckham (cm)	O. K. Peckham (ad-mga-ram)	O. K. Peckham (pm-apm-ms)
	Union Democrat, 59-61 W. Washington St., Tel.: JEfferson 2-7151 (e ex Sat.) 3,123 .08 Flat		(60¢mo, $5 yr.)	Paul Snider, Pub.	Hugh McLean (e) Paul Snider (me)	.....	.....	Jack F. Lathrop (nam-ram) Ethel Snider (cam)	Raymond J Harden (ms)
	*New daily since Mar. 1, 1957.								
STOCKTON ..... 70,853 75,157 (Spec. Census '54) 120,591-ABC-CZ 124,895-ABC Par. 15	Record, 530 E. Market, Tel.: HO 4-4771 (e) (AC) 55,326 .22 Flat		(I-R) (AP),UP, INS) (mer) (10¢, $1.50 mo) Cresmer & Woodward, Inc.)	Stockton Daily Record. I. L. Martin and Ross Williams, Co-Pubs.	Philip C. Beaton (exec. e) N. S. DeMotte (me) Melvin Bennett (ce)	John Peri (sp)..... Marcia Gray Doty (we)	Ross Williams (gm) ..... Lon Hildebrand (cm)	Lloyd W. Drury (ad) .... Ken Taylor (mga) Leo C. d'Or (am) Evert Thompson (ram) Clarence Diffenderfer (cam)	Don Reid (pm) Herman Schaede (ms)
SUNNYVALE ..... 9,829 35,094 (Spec. U.S. '57 census) 52,400-CZ Est.	Standard, 115 S. Taaffe St., Tel.: REgent 6-3456 (e ex Sat. & Sun.) 5,023 .08* Flat		(I-D) (UP) (5¢d, $1.00 mo) (West-Holliday Co., Inc.)	Central California Newspaper Pub. Co. Joseph C. Houghteling, Pres.-Pub.	Frank Brown (eep-e)	Roger Beall (ne)..... Fred Downing (sp) Dorothy Lindsey (we)	Ed. M. Bauer (gm) ..... John C. Van Benthem (cm)	Ed. M. Bauer (ad)..... Sheldon Bayard H. J. Harrison (cam)	.....
	*.15 combined rates Shopping Guide. Comb. circulation 18,850.								
TAFT (Inc. Area) 3,707 3,984 (Spec. Census)	Midway Driller, 4th & North Sts., Tel.: 5-3171 (e) 3,880 .07 Flat		(I) (UP) (J) (5¢, 75¢ mo) (none)	Midway Driller Pub. Co. Walter M. Keene, Pres.-Pub.	Walter M. Keene (eep-e-me) Charles McBride (ce)	Charles McBride (ne) Tom O'Brien (sp) Augusta Barnes (we)	J. D. Peterson (gm-bm) Ruth Cunningham (cm)	C. W. Teubner (ad-mga-ram) Edna Montgomery (cam)	J. D. Peterson (pm-apm) W. B. McQuown (ms)

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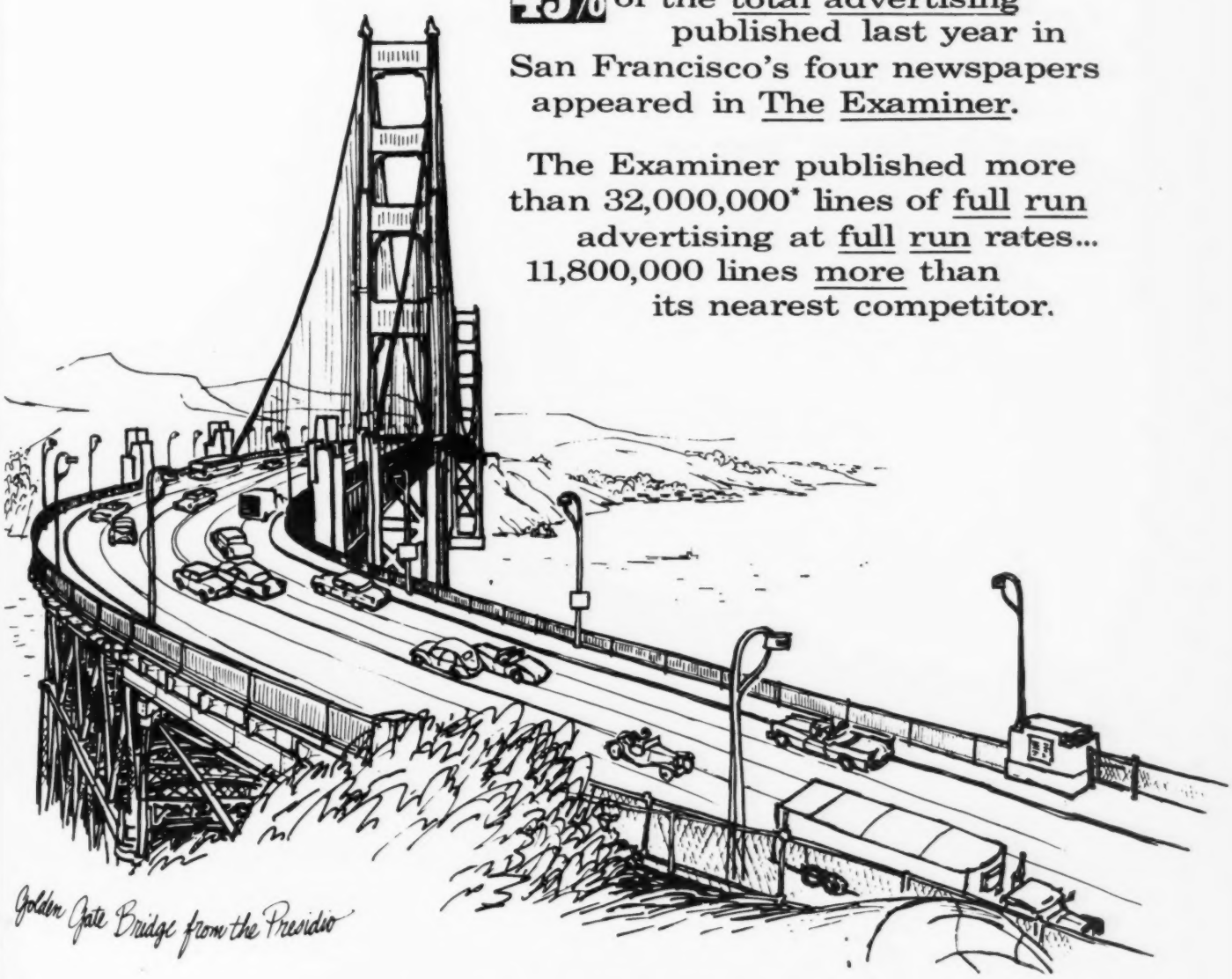

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The San Francisco Examiner

*Media Records

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TULARE 12,445 13,253 (Spec. U.S. '55 census) 13,945-ABC-CZ Par. 15	Advance-Register, 233 N. K St., Tel.: 6-3394 (e) 4,832	.07	Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Tulare Newspapers, Inc. Harry Green, Pres.	Tom R. Hennion (eep-e) Redford H. Dibble (me)	Robert M. Bohon (sp) Mattie Lichtenberger (we)	Vincent J. Miller (bm) William C. Farrell (cm)	Harry L. Gooss (ad-mga-ram) W. R. Chapman (cam)	Richard Henry (ms)
TURLOCK 6,235 7,195 (Spec. U.S. '55 census) 11,571-ABC-CZ 11,946-ABC Par. 15	Journal (e) 5,614	.08	Flat	(R) (UP) (5¢, $1mo) (West-Holliday Co., Inc.)	Turlock Daily Journal Stanley T. Wilson, Pub.	Stanley T. Wilson (e) Jack Bliler (ce)	Larry Reese (sp) Mrs. Helen Smith (we)	Stanley T. Wilson (gm) Don Rotermund (cm)	Ben Pettus (mga) Catherine Cordum (cam)	
UKIAH 6,120 10,350 (Spec. U.S. '57 census)	Journal (e ex Sat.) 3,998	.075	Flat	(R) (UP) (10¢, $1.00 mo) (none)	B. A. Cober, Pub.	Geo. Hunter (me)	H. M. Ivey (ne) Glen Erickson (sp) Gay Neep (we)	B. A. Cober (bm) Edith Higgs (cm)	Robt. Metsker (ad)	B. O. Foster (ms)
VALLEJO 26,038 34,913 (Spec. U.S. '52 census) 70,113-ABC-CZ 78,988-ABC Par. 15	Times-Herald, 516 Marin St., Tel.: 3-7611 (m) 23,089 (e ex Sat.) News-Chronicle 22,738 Combined daily (me) 45,827 .20 Flat Times-Herald (S) 22,940 Evening & Sunday (eS) 45,678 .20 Flat			(I) (AP, UP, INS) (J) (7¢d, 15¢S, $1.75 mo) (Gilman, Nicoll & Ruthman)	Gibson Publications, Inc. Luther E. Gibson, Pres.-Pub. Orvin B. Gaston, Asst. Pub.	Luther E. Gibson (e) Wyman Riley (me) W. R. Buehrer (ce-TH) Jack Dailey (ce-NC)	Dave Beronio (sp) Marion Devlin (we)	Orvin B. Gaston (gm) Byron W. Warnock (bm) Lloyd M. Bullis (cm)	T. J. Millikin (ad) Elmer Gibson (mga) Willard Yates (ram) David Bous (cam)	
VENTURA 16,534 29,653-ABC-CZ	Star-Free Press, 567 Santa Clara St., Tel.: Miller 3-9901 (e) 20,206	.13	Flat	(I) (AP, UP) (10¢, $1.50mo) (West-Holliday Co., Inc.)	John P. Scripps Newspapers	Roy Pinkerton (eep-e) Jack McHenry (me) Carl Greenfield (ce)	Chas. Thomas (sp) Anne Leggett (we)	Harry O. Bostwick, Jr. (bm) Dwight Holden (cm)	Kenneth V. M. Murphy (ad) Clarence Hull (mga) Fred Rasmussen (cam)	Ben Smith (ms)
VISALIA 11,749 14,521 (Spec. U.S. '56 census) 15,557-ABC-CZ	Times-Delta, 214 West Acequia St., Tel.: REdwood 4-5821 (e) 8,896	.09	Flat	(I) (AP) (10¢, $1.75mo) (Ward-Griffith Co., Inc.)	Visalia Newspapers, Inc. Robt. M. Speidel, Pres.-Pub. Lester G. Lohmeyer, Vice-Pres.	John Brackett (me) Robt. M. Speidel (e)	Leonard L. Rowell (ne) Sid Hosking (sp)	Stanley Parsons (cm)	Lester G. Lohmeyer (ad) Dean V. Round (ram) Robt. D. Gates (cam)	John D. Seaman (pm) E. J. Quilla (ms)
WATSONVILLE 11,572 16,340-ABC-CZ	Register-Pajaronian, 18 E. Lake Ave., Tel.: PArkway 4-6311 (e) 7,644	.075	Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Watsonville Newspapers, Inc. (a John P. Scripps newspaper) Harry Green, Pres.	Frank F. Orr (eep-e) Ward Bushee (me) Howard Sheerin (ce)	Jack Daugherty (sp)	Larry McKeown (bm) Pat Pattison (cm)	Irving Smith (ad)	Henry Senini (ms)
WEST COVINA 35,986 (Spec. U.S. '56 census)	San Gabriel Valley Tribune, 2037 W. San Bernardino Rd., Covina, Tel.: EDgewood 8-5511 (e ex Sat.) 30,185 .21* Sunday edition (S) 30,213 .21*		Flat Flat	(I) (AP, City News Service, DJ, UP) (Western Dailies)	San Gabriel Valley Newspapers, Inc. Carl P. Miller, Pres.	Howard Seelye (eep-me) Don Hanson (ce)	Maurice Compton (ne) Gene Beauchamp (Su) Archie Lee (sp) Mary Jagger (we)	A. Q. Miller, Jr. (gm) Jack Brink (cm) A. J. Huber (com)	M. Robert Clark (ad) Henry Gannon (mga) George Randolph (ram) F. Al Totter (cam)	Peter Somfeld (ms)
	*.28 combination rate daily and Thursday Shopper. Comprises West Covina, Covina, El Monte, Puente, Bassett, Azusa, Glendora, San Dimas, and Baldwin Park. See San Gabriel Valley population breakdown.									
WHITTIER 23,820 32,217 (Spec. U.S. '56 census) 34,244-ABC-CZ	News, 129 S. Comstock Ave., Tel.: OXbow 8-2571 (e) 17,486	.15*	Flat	(I) (UP, AP) (10¢, $1.25mo) (Story, Brooks & Finley)	Owens Whittier Pub. Co. L. E. Owens, Pres.-Pub. Mynatt Smith, Assoc. Pub.	Mynatt Smith (eep-e) Mel C. Rich (me)	James Woodworth (ne) Betty Shellburne (we)	Mynatt Smith (gm) Burton C. Nelson (cm)	W. M. Cathriner (ram) Bert Soderquist (cam)	
	*.25 in combination with Sun-Advertiser, circulation 52,381.									
WILLOWS 3,019 3,546 (Spec. U.S. '55 census)	Daily Journal, 236 W. Sycamore St., Tel.: 123 (e ex Sat.) 3,018	.07	Flat	(I-D) (UP) (7¢, $1.00 mo) (none)	Willows Publishing Company Edwin F. Davis, Pres.-Pub.	Edwin F. Davis (e) Harold Westlund (me)	Cecil Cramer (ne) Madelyn Tetreau (we)	Edwin F. Davis (bm) George Torres (cm)	Carter Kemp Van Ee (ad-mga-ram) Beth Van Meer (cam)	E. R. Ekstrom (ms)
WILMINGTON (Part of Los Angeles City) 38,250 Local est.	Press-Journal (e) 4,967	.09	Flat	(D) (UP) (J) (5¢, $1mo)	Wilmington Press, Inc. W. J. Andersen, Owner-Pub.	Claudia Roberts (me) Edsel Newton (ce)	James Comb (sp)		Robert P. Hurley (ad-mga) William F. Appel (ram) Mildred Whaley (cm	
WOODLAND 9,386 11,555 (Spec. U. S. '54 Census) 9,396-ABC-CZ	Democrat (e) 4,944	.09	Flat	(I) (AP) (J) (5¢, $1.30mo) (none)	Ed. E. Leake Pub. Co. Paul R. Leake, Pub. Kenneth Leake, co-Pub.	Paul R. Leake (eep) Kenneth Leake (e-me) Guy Fowler (ce)	Joe Sheehan (ne) Don Bloom (sp) Jeannette Cloud (we)	Kenneth Leake (gm) Paul Vannucci (bm) Warden Ellis (cm)	M. J. Vejraska (ad-mga-ram-cam)	Earl Orser (ms)
YREKA 3,227 3,899 (Sp. U. S. 1954 Census)	Siskiyou News, 310 S. Broadway, Tel.: Vi 2-3505 (e ex Sat.) 2,900	.06*	Flat	(R) (UP) (10¢, $1.25 mo) (West-Holliday Co., Inc.)	Siskiyou Pub. Co., Inc. Graham Dean, Pres. Edgar J. Foss, Pub.	Barney Barnett (e) Edgar J. Foss (eep-me)			Edgar J. Foss (ad)	Ace Moore (ms)
	*.07 in combination with Weekly Journal, combined circulation 3,125.									

COLORADO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMOSA 5,354 6,871-ABC-CZ	San Luis Valley Courier, 715 Main St., Tel.: Alamosa 15 (e) 3,197	.07	Flat	(I-R) (UP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Courier Pub. Co. Ray Barnes, Pres.-Pub.	Cliff Edwards, Jr. (me) Gerald Crawford (ce)	J. Howard Crooks (sp) Leona Freeman (we)	Charles Barnes (gm) Charles Tucker (cm)	William H. James (ad-ram)	Al Brady (ms)
BOULDER 19,999 24,711-ABC-CZ	Camera, 1048 Pearl, Tel.: Hilcrest 2-1202 (e) 9,393	.08	Flat	(I) (AP) (J) (5¢d, 25¢w) (West-Holliday Co., Inc.)	Boulder Pub., Inc. A. A. Paddock, Pres.-Pub.	J. D. Corriell (eep) R. C. Looney (e)	A. A. Paddock (ne) Howard Baxter (sp)	L. P. Monroe (gm) C. A. Monroe (cm)	John E. Pulver (ad)	C. A. Monroe (ms)
CANON CITY 6,345	Record, 525 Main St., Tel.: 111 (e) 3,976	.06	Flat	(R) (UP) (J) (5¢d, 25¢ 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Don Hardy, Owner-Pub.	W. A. Gillaspey (me)	Bob Britt (ne) Betty Short (we)	Don Hardy (gm) Marvin Monroe (cm)	James L. Sterling (ad) Lois Griffin (cam)	
COLORADO SPRINGS 45,472 60,448-ABC-CZ 79,409-ABC Par. 15	Free Press (m) 16,334 Sunday edition (S) 15,619	.11 .11	Flat Flat	(I) (AP, CT-NYN, NYHT, UP) (5¢d, 10¢S, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Colorado Springs Free Press, Inc. Edw. J. Byrne, Pub.	Edw. J. Byrne (e) W. T. Little (me) Art Branscombe (ce)	Art Branscombe (ne) K. S. Chang (sp) Hazel Bunker (we)	Edward J. Byrne (bm) Art Felok (cm) J. J. Kumba (com)	Carmon Greer (ad) Francis McGary (mga) Gerald W. Shaw (ram) Rex Evans (cam)	
	Gazette-Telegraph, 18 East Pikes Peak, Tel.: ME 2-4641 (e) 25,417 Sunday edition (S) 25,887	.18 .18	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (The Katz Agency, Inc.)	Freedom Newspapers, Inc. R. C. Hoiles, Pres. Harry Hoiles, Pub.	Robert LeFevre (eep) Harry Hoiles (e) Bryon L. Akers (me) Glenn Hutchinson (ce)	Sturdy Pexton (sp) Gladys Morath (we)	Harry Hoiles (gm) B. E. Levick (bm) Clyde Bassett (cm)	Doug Neely (ad) Robt. H. Hiltbrand (mga) George Haver (cam)	Cecil Wilkins (ms)
DENVER 415,786 544,635-ABC-CZ 686,103-ABC Par. 15	Post, 650 - 15th St., Zone 1, Tel.: MA 3-2121 (e ex Sat.) 254,519 (Sat.) 196,199 Sunday edition (S) 336,330	.62 .62 .84	.56 .56 .78	(I) (AP, CT-NYN, INS, NANA, NYHT, UP) (*S) (5¢d, 15¢S, 40¢w, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Denver Post, Inc. E. Ray Campbell, Pres. Palmer Hoyt, Pub.	Robert W. Lucas (eep) Palmer Hoyt (e) Mort Stern (me) Jack Guinn (ce)	Walter D. Partner (ne) Bruce Hamby (Su) James Kelley (sp) Helen Messenger (we)	Chas. R. Buxton (bm) Helge Holm (cm) Warren Young (com)	Robert Shanahan (ad) Joe W. Sullivan (mga) Carl Hatcher (ram) John Michel (cam)	Edwin T. McClanahan (pm) Nicholas DeGeorge (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DENVER —Continued	Rocky Mt. News (1), P. O. Box 719 (m) 157,848 .40 Sunday edition (S) 164,743 .40	Flat	(I) (AP, SHNA, UP) (5¢, 10¢S, $1.50mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	The Denver Pub. Co. Jack Foster, Pres.	Jack Foster (e) Robt. L. Chase (eep) Vincent Dwyer (me) C. Henry Still (ce)	Max Greedy (ne) Chester Nelson (sp) Elizabeth Wyner (we)	B. W. Lewis (bm) Robt. W. Boyd (cm)	Grosse Smith (ad) N. L. James (mga) James R. Pierson (ram) Bess Baglin (cam)	
DURANGO 7,459 10,142-ABC-CZ	Herald-News (e ex Sat.) 4,637 .07 Sunday edition (S) 4,896 .07	Flat Flat	(I-R) (AP) (J) (5¢d, 10¢S, 30¢w) (West-Holliday Co., Inc.)	Herald-News Co. Morley and Arthur Ballantine, Jr., Pubs.	Arthur Ballantine, Jr. (eep-e) Gene Perkin (me)	Bill Hemingway (ne) Nancy Elliott (we)	Myron Broomell (bm) Frank Piccoli (cm)	John Nilsen (ad) Ernest Kerr (ram) Bill Pearce (cam)	Bill Hemingway (rd) Rex Helmick (ms)
FORT COLLINS 14,937 14,937-ABC-CZ	Coloradoan, P. O. Box 576 (e ex Sat.) 7,467 .08 Sunday edition (S) 7,397 .08	Flat Flat	(I) (AP) (5¢d, 10¢S, 30¢w by motor routes in RTZ $1.50 mo, (mail) $10. yr.) (West-Holliday Co., Inc.)	Ft. Collins Newspapers, Inc. Merritt C. Speidel, Pres. Clyde E. Moffitt, Pub.	Don Wilkins (e) David Watrous (ce)	Dick Smelser (sp) Betty Woodworth (we)	Forest L. Stonemets (cm)	Gordon R. Merrick (ad)	Angelo Varra (ms)
FORT MORGAN 5,315	Times, 329 Main St., Tel.: UN 7-5651 (e) 3,192 .05	Flat	(R) (AP) (J) (5¢d, 65¢ mo) (West-Holliday Co., Inc.)	Times Pub. Co R. B. Spencer, Pres.	R. B. Spencer (eep-e) Robt. W. Spencer (me-ce)	Robt. W. Spencer (ne) Joe Boggs (sp) Anna Mary Brock (we)	R. W. Spencer (gm-bm) Fern H. Spencer (cm)	Joe Boggs (ad-mga-ram) Madge Huston (cam)	Joe Boggs (apm)
GRAND JUNCTION 14,504 17,030-ABC-CZ	Sentinel (e) 15,639 .12 Sunday edition (S) 15,615 .12	Flat Flat	(I) (AP) (*S) (J) (5¢d, 10¢S, 30¢w, $1.40 mo) (Reynolds-Fitzgerald, Inc.)	The Sentinel Publishing Co. Preston Walker, Pres-Pub.	Alan Pritchard (me) William H. Nelson (eep)	Joe Much (sp) Mary Louise Giblin (we)	E. L. Phillips (cm)	Al Look (ad) Barbara Fowler (mga) Richard Blackledge (ram) Everett C. Howard (cam)	
	Sun, 827 No. First St., Box 816, Tel.: CHapel 2-4121 (m) *6,360 .09 .08				Dennis Lowery (me)		Lyle L. Mariner (gm) Delbert Eddy (cm)	Charles Warren (am)	Dale E. Hutchins (Plant Supt.)
	*First issue as Daily Dec. 2, circulation Dec. 1957.								
GREELEY 20,354 20,354-ABC-CZ	Tribune, 714 - 8 St., Tel.: EL 2-0211 (e) 11,142 .09	Flat	(I) (AP) (J) (5¢, $1.20 mo) (Arthur H. Hagg & Associates)	Tribune-Republican Pub. Co. Mildred Hansen, Pub.	F. E. Merrill (eep-e-me) Paul H. Emery (night e)	Paul Moloney (sp) Josephine Miller (we)	Mildred Hansen (gm) Leo G. Koenig (bm) Jake Estrick, Jr. (cm)	A. L. Petersen (ad-ram) Mary Jo Dempsey (mga) Mrs. Clemma Skold (cam)	A. L. Petersen (apm) Clark Page (ms)
LA JUNTA 7,712 10,064-CZ local est.	Tribune-Democrat, 422 Colorado Ave., Tel.: 22 (e ex Sat.) 3,620 .06	Flat	(I) (UP) (J) (5¢d, $1.00mo) (West-Holliday Co., Inc.)	LaJunta Democrat Pub. Co. Aleyn H. Burtis Pres.-Pub.	Aleyn H. Burtis (e) Mrs. Maxine Cash (me-ce)	Mrs. Maxine Cash (ne) G. Spencer Burtis (sp) Ardeth Sneath (we)	Aleyn H. Burtis (gm-bm) Wayne Latham (cm)	G. Spencer Burtis (ad-mga)	G. Spencer Burtis (pm-apm) George Hoover (ms)
LAMAR 6,829 6,829-ABC-CZ	News, 310 S. Fifth, Tel.: 65 (e) 3,129 .06	Flat	(I-D) (UP) (J) (5¢d, 25¢w, 1.00mo) (West-Holliday Co., Inc.)	Betz Pub. Co., Inc. Fred M. Betz, Sr., Pres.	Fred M. Betz, Sr. (eep) Fred M. Betz, Jr. (ce)	Robert Greer (sp) Virginia Downing (we)	Fred M. Betz, Jr. (gm) Louis Guerrero (cm)	Ethel Fugit & Alice Martinez (ad) Mercedes Palacio (cam)	D. N. Morris (ms)
LEADVILLE 4,081	Herald-Democrat, 715-17 Harrison Ave., Tel.: 284 (e) 1,789 .05	Flat	(D) (AP) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	The Herald Democrat Robert A. & Lois G. Theobald, Pub.	Lois G. Theobald (me)	Joann Kern (we)	Robert A. Theobald (gm-bm) Francis Bochatey (cm-cam-com)		
LONGMONT 8,099	Times-Call, 655 Fourth Ave., Tel.: PR 6-2244 (e) 4,525 .06	Flat	(I) (AP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Times-Call Pub. Co. Edward Lehman, Pub. and Pres. B. A. Faller, Vice-Pres. James F. Matlack, Treas.	B. A. Faller (e)	B. A. Faller (ne) Bud Pitchford (sp) Mary Creese (we)	J. F. Matlack (gm)	J. F. Matlack (mga) Don Johnson (ram)	Blaine Hayes (ms)
LOVELAND 6,773	Reporter-Herald (e) 3,797 .05	Flat	(I-R) (AP) (5¢, 75¢mo) (West-Holliday Co., Inc.)	Loveland Pub. Co. H. E. Holden, Pres.-Pub.	H. E. Holden (eep-e) John E. Holden (me) Earl S. Dapp (ce)	Earl Dapp (ne) Helen Beaird (we)	H. E. Holden (gm-bm) Earl McColeman (cm)	John E. Holden (ad-mga-ram) Mrs. Jo Barber (cam)	John E. Holden (pm-apm) Glenn Meacham (ms)
MONTROSE 4,964	Press, 438 Main St., Tel.: 497 (e ex Sat.) 3,000 .06 (S) 3,000 .06	Flat Flat	(I) (UP) (J) (5¢, 10¢S, $1.00mo) (West-Holliday Co., Inc.)	Press Pub. Co., Inc. Wm. Prescott Allen, Jr., Pres.-Pub.	Alan C. Arnold (me)	Mrs. Lois Stakebake (we)	W. M. Salisbury (bm) Mrs. Mary Naff (cm)	Jack B. Albee (ad-mga) Mrs. Mary Naff (cam)	Wm. Prescott Allen, Sr. (pm) Mack E. Mason (ms)
PUEBLO 63,685 78,686-ABC-CZ 95,529-ABC Par 15	Chieftain, 211 W. 5th St., Tel.: LIncoln 4-3520 (m) 20,408 Star-Journal (e) 20,058 Combined daily (me) 40,466 .20 Star-Journal & Chieftain (S) 38,342 .20	Flat Flat	(I-R) (AP, UP) (*S) (5¢d, 10¢S, $1.30 mo-d&S) (West-Holliday Co., Inc.)	Star-Journal Pub. Corp. Frank S. Hoag, Pres. Frank S. Hoag, Jr., Pub.	Frank S. Hoag, Jr. (e) Dayle Molen (ce-C) Ralph C. Taylor (ce-SJ)	Ralph C. Taylor (ne) Wm. L. McClatchey (sp-C) Ed. Orazem (sp-SJ) Helen Trent (we) Emmanuel Diel (Su)	Frank S. Hoag (gm) Wm. Barnwell (cm)	Fred C. Jones (ad) Eric G. Johanson (mga) Joe Neary (ram) George Borden (cam)	O. M. Hobbs (ms)
ROCKY FORD 4,087	Daily Gazette Tel.: 461 (e ex Sat.) 2,223 .05	Flat	(I) (UP) (J) (5¢, 75¢ mo) (West-Holliday, Inc.)	Rocky Ford Publishing Co. Ross & Anne Thompson (Co-Pubs)					
SALIDA 4,553	Mountain Mail, 125-131 E. 2nd, Tel.: 1 or 128 (e) 1,959 .05	Flat	(I) (UP) (J) (5¢, 75¢ (West-Holliday Co., Inc.)	George E. Oyler, Pub.	Mary Eleanor Fry (e-ce)	Mrs. Ethel Purdom (we)	George E. Oyler (gm)	George E. Oyler (ad) William Gowan (cam)	David Loften (ms)
STERLING 7,534 9,278-ABC-CZ 11,278-ABC-CZ Par. 15	Journal-Advocate, 117 S. Third St., Tel.: LAwrence 2-1990 (e) 5,977 .07	Flat	(I) (AP) (5¢d, $1.25 mo) (West-Holliday Co., Inc.)	Advocate Pub. Co., Inc. Anna C. Petteys, Pres.	Robt. Petteys (me)	Jack Fought (ne) Bud Wells (sp) Margaret Martin (we)	Robert Petteys (gm) Everett H. Dawson (cm)	C. E. Wood (ad-mga)	Eunice Campbell (ms)
TRINIDAD 12,204	Chronicle-News, Tel.: Victor 6-3311 (e) 4,318 .07	Flat	(I) (AP) (5¢d, 25¢w, $1.10mo) (Shannon & Associates, Inc.)	Chronicle-News Pub. Co.	William P. Bloom (e)	Eula Mae Hoch (we)	Dominic Ozzello (gm) Andy Kile (cm)	Dominic Ozzello (ad-mga)	
WALSENBURG 5,596	World-Independent (e ex Sat.) 1,629 .05	Flat	(I) (UP) (5¢, 90¢mo) (West-Holliday Co., Inc.)	Consolidated Pub. Co. Jas. H. Skewes, Pres. John Dinise & George Zanon, Co-Pubs.	John Dinise (e-me-ce)	John Dinise (ne) Tom Solomon (sp) Lucille Crisp (we)	John Dinese (gm-bm) Ben Rizzi (cm)	George Zanon (ad-mga-cam)	John Dinise (pm) Joe Rodosevich (ms)

CONNECTICUT

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANSONIA 18,706 49,491-ABC-CZ 54,584-ABC Par. 15	Sentinel (e) 13,719 .12	Flat	(I-R) (AP) (J) (7¢, 42¢w) (The Katz Agency, Inc.)	The Emerson Bros., Inc. Mrs. E. H. Emerson, Pres.-Pub.	Chas. H. Flynn (eep-e-me-ce)	Chas. H. Flynn (ne) H. A. Stocking (sp) Louise Hummel (we)	Elbert A. Pearson (gm) M. V. Ward (bm) H. L. Somers (cm)	Elbert A. Pearson (ad)	William Grimm (press & Stereo-S) A. E. Coley (Com. R. Supt.)
BRIDGEPORT 158,709 222,626-ABC-CZ 256,337-ABC Par. 15	Herald, 299 Lafayette St., Zone 1, Tel.: FO 6-3211; N.Y.C. WAlker 5-2321 (S) 78,371 .19*	Flat	(I) (UP) (20¢) (Gallagher-DeLisser, Inc. and The Kennedy Co.)	Bridgeport Herald Corp. Leigh Danenberg, Pres.-Pub. Fred M. Hechinger Assoc. Pub.	Fred M. Hechinger (eep) Leigh Danenberg (e) John P. Kelly (me) Harvey Katz (asst. me)	Eric Sandahl (ne) Sam Cohen (sp) Anne Bridge (we)	Leigh Danenberg (gm) Harold Rubin (bm-cm)	A. J. Miller (ad) R. W. Miller (ram) Nelson Perry (cam)	Harold Rubin (pm) A. J. Miller (apm) Keith Kenyon (ms)

*Rate for City-County edition. All-State edition rate is .31 Flat.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BRIDGEPORT —Continued	Telegram (m) ABC 13,433 Post (e) ABC 78,913 Combined daily (me) ABC 92,346 Post (S) ABC 66,613	.... .29 .19	.... Flat Flat	(I) (AP, UP, DJ, INS, UP) (5¢d, 15¢S) (Moloney, Regan & Schmitt, Inc.)	Post Pub. Co. Ray Flicker, Pres.	Andrew H. Lyon (me) Leonard E. Gilbert (ce-P) Carlton D. Briggs (ce-T)	Taylor F. Glenn (Su) Fred A. Vercini (sp-T) Edward J. Shugrue (sp-P) Winifred Nicholas (we)	Ray Flicker (gm) T. A. D. Weaver (bm) S. N. Rosoff (cm)	R. T. Gould (mga) D. F. Leonard (ram) A. J. Carrano (cam)	
BRISTOL 35,961 42,400-ABC-CZ Par. 15	Press, 99 Main St., Tel.: LU 2-3181 (e) ABC 13,480	.09	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (Gallagher-Delisser, Inc.)	Bristol Press Pub. Co.	Clarkson S. Barnes (me) Louis F. Bachman (ce)	Esmonde J. Phelan (ne) Charles M. McCarthy (sp) Elsie M. Bochus (we)	E. Bartlett Barnes (gm) Charles A. Poole (cm)	Virgil I. Conopask (ad-ram) E. Bartlett Barnes (mga) John M. Hahn (cam)	E. Bartlett Barnes (pm) E. Gordon Stocks (ms)
DANBURY 22,067 34,482-ABC-CZ	News-Times, 288 Main St., Tel.: Pioneer 3-5591 (e) ABC 17,740	.12	Flat	(I) (AP) (07¢d, 42¢w, $1.75mo) (Ottaway-Newspapers-Radio, Inc.)	Danbury Publishing Co., Inc. James H. Ottaway, Pres.-Pub. Eugene J. Brown, Exec. Vice Pres.	Stephen A. Collins (eep) Stephen A. Collins (e)	William J. Lauf (ne) Donald W. Sharpe (sp) Robina C. Clark (we)	Frank S. Stevens (gm) George W Stevenson (cm)	Philip G. Daniels (mga) Leroy E. Paltrowitz (ad-nam-ram-cam) A Allan Zucker (cam)	Leroy E. Paltrowitz (apm) Thomas E. Purcell (Comp. Rm. S) Ernest G. Birch (Press & Ster. S)
GREENWICH 40,835 (Town) 40,835-ABC-CZ 50,035-ABC Par. 15	Time, East Elm, Tel.: TO 9-8300 (e ex Sat.) ABC 9,293	.11	.09	(I-R) (AP) (7¢d, 35¢w, $1.50mo) (Ward-Griffith Co., Inc.)	The Greenwich Pub. Co.	Theodore Yudain (eep-e) Charles Pirro Jr. (ce)	Hank Katten (sp) Helen Flynn (we)	Ellis A. Rietzel (gm) John V. Connor (bm) Robert Barrett (cm)	J. B. Chamberlain (ad) Helen Winkler (cam)	Jas. F. Hundermark (ms)
HARTFORD 177,397 276,098-ABC-CZ	Courant, 285 Broad St., Zone 1, Tel.: CH 9-6411 (m) ABC 103,521 Sunday edition (S) ABC 142,739	.24 .33	Flat Flat	(R) (AP, INS, UP) (5¢, 25¢S, 55¢w-d&S, $1.30mo-d, $1.10 mo-S) (Gilman, Nicoll & Ruthman)	The Hartford Courant Co. John R. Reitemeyer, Pres.-Pub.	Herbert Brucker (eep) William J. Foote (me) Chas. L. Towne (ce)	R. Philip Rose (ne) H. Viggo Andersen (Su) Wm. J. Lee (sp) Betty Barrett (we)	John Sudarsky (bm) George F. Clark (cm) Edmund W. Downes (com)	John L. Coughlin (ad) Arthur F. Smith (mga) Howard E. Palmer (ram) C. Kenneth Ward (cam)	Belden Morgan (pm) Stewart Beckett (prod. mgr.) Wm. McKee (apm)
	Times, 10 Prospect St., Zone 1, Tel.: CHapel 9-8211 (e) ABC 118,644	.29	Flat	(I-D) (AP, INS, UP, INS) (5¢, 30¢w, $1.30mo) (J. P. McKinney & Son)	The Hartford Times, Inc. Frank E. Gannett, Pres. David R. Daniel, Pub.	Ward Duffy (e) Carl E. Lindstrom (exec. e) Francis T. Ahearn (ce) Max I. Farber (me)	Arthur B. McGinley (sp) Florence Berkman (we)	Norman C. Johnson (cir-dir) Wm. G. Hinman (cm) Latham B. Howard (comp)	John R. Callahan (ad) James J. Stewart, Jr. (mga) Elliott J. Barnett (ram) Paul T. Fitchner (cam)	Richard Henderson (pm) Jos. L. Woods (prod. mgr.)
MANCHESTER 34,116 (Town) 34,116-ABC-CZ	Herald, 13 Bissell St., Tel.: MI 3-5121 (e) ABC 12,008	.09	Flat	(R) (AP) (5¢d, 30¢w, $1.30mo) (Julius Mathews Special Agency)	Herald Ptg. Co., Inc. Thomas F. Ferguson, Walter Ferguson, Co-Pubs.	Alan H. Olmstead (eep) Thomas F. Ferguson (me) Harold E. Turkington (ce)	Louis Mandell (ne) Earl Yost (sp) Mrs. Mary Taylor (we)	Thomas F. Ferguson (gm-bm) William Anderson (cm)	Leon A. Thorp (ad) W. F. Dalton (ram) Patrica Mack (cam)	Walter Ferguson (ms)
MERIDEN-WALLINGFORD 44,088—Meriden 16,976—Wallingford (town) 57,204-ABC-CZ	Record, 11 Crown St., Tel.: BE 5-1661 (m) ABC 17,595	.....	.....	(I-R) (AP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	The Meriden Record Co. Wayne C. Smith, Pres.-Pub.	Blanche Hixson Smith (exec. e) Warren F. Gardner (e-eep-me-R) Herman H. Angel (ce-R)	Warren F. Gardner (ne-R) Clifford F. Burton (sp-R) Joan Kingsford (we-R)	Carter H. White (gm) E. E. Eisenheimer (com) Geo. J. Jagolinzer (cm-R)	Charles G. Iwanicki (ad-mga) Clarence A. Hubbard (ram)	Carter H. White (pm) Charles G. Iwanicki (apm)
	Journal (e) ABC 9,549 Combined daily (me) ABC 27,144	..... .14	..... Flat	(I) (AP, UP) (5¢, 30¢ w) (Gilman, Nicoll & Ruthman)	Blanche Hixson Smith, Vice Pres.	S. H. Wendover (eep-e-me-J) Lew Allen (ce-J)	S. H. Wendover (ne-J) Al Goldstein (sp-J) Dorothea Lewis (we-J)	Geo. J. Jagolinzer (cm-J)		

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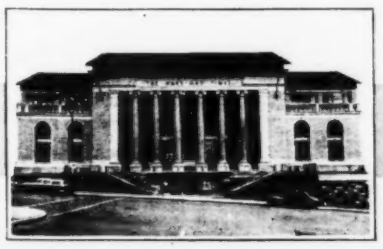

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MIDDLETOWN 29,711 39,183-ABC-CZ 46,340-ABC Par. 15	Press, 472 Main St., Tel.: Diamond 7-3331 (e) 16,139 .11	Flat	(I-R) (UP) (5¢d, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The Middletown Press Pub. Co. Elmer S. Hubbell, Pres.-Pub.	Fred N. Smith (e) Einar A. V. Gustafson (me) Philip Gildersleeve (ce)	Fred Post (sp) Caroline M. Scory (we)	Edward J. McNulty (bm) Earl J. Alquist (cm)	Nelson A. Demers (ad) Ruth Boerman (cam)	.....
NAUGATUCK 17,455	News (e) 5,142 .07	Flat	(I) (UP) (J) (6¢d, 36¢w, $1.50mo) (De Lisser, Inc.)	The Naugatuck Daily News Rudolph M. Hennick, Pres.-Pub.	Jos. P. Donahue (me) William C. Simmons (ce)	D. Anderson (sp) Penelope Benson (we)	F. E. Hennick (bm) Richard C. Wilson (cm)	F. E. Hennick (mga) Earl Cotter (ram) Vera Kudzma (cam)	Harold Wilson (ms)
NEW BRITAIN 73,726 88,527-ABC-CZ 101,161-ABC Par. 15	Herald, Herald Square, Tel.: BAldwin 5-4601 (e) 29,210 .16	Flat	(I) (AP, UP) (5¢, 30¢w) (Story, Brooks & Finley, Inc.)	Herald Pub. Co. Robert C. Vance, Pres.-Pub. Agnes Vance Weld, Assoc. Pub.	Robt. C. Vance (e) Richard F. Conway (me) Charles Sikora (ce)	Gerald P. Crean (sp) Mrs. Grace C. Lee (we)	H. M. Peterson (gm) Joseph F. Crowley (cm)	William Mill (ad) John T. Heath (mga) John E. Bergeron (ram) Felix Scapellati (cam)	Gardner C. Weld (pm)
NEW HAVEN 164,443 246,128-ABC-CZ	Journal-Courier, 88 Crown St., Tel.: LO 2-3131 (m) 23,651 .13	Flat	(I) (AP, ONA) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Carrington Pub. Co., Inc.	Robert Leeney (eep) G. Harrington (me) Robert Lane (ce)	Frank Birmingham (sp) Carol Miller Chalfant (we)	Donald A. Spargo (bm) John M. Boni (cm)	A. V. Warmingham (ad)	Michael H. Wren (pm)
	Register, 367 Orange, Zone 3, Tel.: LOcust 2-1121 (e) 97,453 .28 Sunday edition (S) 104,169 .29	Flat Flat	(I) (AP, NANA) (5¢d, 15¢S, 45¢w-d&S) ($2.00mo-d&S) (Julius Mathews Special Agency, Inc.)	The Register Pub. Co. John Day Jackson (Pres.-Pub.) R. S. Jackson (Asst. Pub.) L. S. Jackson (Asst. Pub.)	Robert J. Leeney (eep) John Day Jackson (e) C. T. McQueeney (me) E. P. Barthelmes (ce)	W. E. Lush (Su) Chas. W. Kellogg (sp) Ruth Quint (we)	John F. Hine (asst. bm) W. B. Mills (cm)	George Bazin (ad) Donald A. Spargo (am) L. B. Robinson (cam) William Coates (mga)	Robert A. Hunter (rd) Walter B. Mills (prod. mgr.) Michael Wren (pm)
NEW LONDON 30,551 61,547-ABC-CZ	Day, 47-53 Main, Tel.: GIbson 2-5341 (e) 25,465 .14	Flat	(I-R) (AP) (5¢d, 30¢w) (Gilman, Nicoll & Ruthman)	The Day Pub. Co.	George E. Clapp (me) James S. Watterson (ce)	J. J. DeGange (sp)	Orvin G. Andrews (gm) Barnard L. Colby (asst. gm) Wilfrid H. Cruise (cm)	Chas. J. O'Connor (ad-mga) Lars E. Gustafson (ram) C. J. O'Connor (cam)	.....
NORWALK 49,460 49,460-ABC-CZ 60,425-ABC Par. 15	Hour Tel.: VO 6-2511 (e) 17,394 .12	Flat	(I) (AP) (5¢, 30¢w, $1.50mo) (Julius Mathews Special Agency, Inc.)	Hour Pub. Co. Nellie M. Thomas, Pres.-Pub. Sidney A. Bedient, Secy.	Richard W. Sweeney (me) William A. Walden, Jr. (ce)	W. W. Williams (sp) Alma M. Lycett (we)	Sidney A. Bedient (gm) A. W. Frock (cm) Anna H. Backus (bm)	Wm. B. Clark (ram)	Thomas B. Ross (pm)
NORWICH 37,633* *City and town consolidated July 18, 1951.	Bulletin (m) 24,968 .14	Flat	(R) (AP) (J) (5¢, 30¢w, $1.30mo) (The Julius Mathews Special Agency)	The Bulletin Co. Harrison C. Noyes, Pres.-Co-Pub. Clifford C. Oat, Secy.-Treas.-Pub. Donald L. Oat, Asst. Secy. Harrison C. Noyes, Jr., Asst. Treas.	Harvey M. Briggs (eep-e-me-B&SR) T. F. Winters (ce-B) James V. Pedace (Asst. me-ce-BR)	Wm. H. Cruickshank (sp) Alice Higgins (we)	Clifford C. Oat (gm-bm) Robert Sampson (cm)	Clifford C. Oat (mga) Donald L. Oat and Harrison C. Noyes, Jr. (ad-ram-cam)	Raymond D. Love (ms)
	Bulletin-Record (S) 20,957 .14	Flat	(I) (10¢S)						
STAMFORD 74,293 80,497-ABC-CZ 96,835-ABC Par. 15	Advocate, 258 Atlantic St., Tel.: Davis 3-2131 (e) 25,059 .14	Flat	(I-R) (AP) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	The Gillespie Bros., Inc. Kingsley Gillespie, Pres.-Pub.	Kingsley Gillespie (e) E. R. McCullough (me) Rockwell Hollands (ce)	John Redigan (ne) Maurice Magliola (sp) Clara P. Gildemeister (we)	Kingsley Gillespie (gm) E. W. Davis (bm) Richard H. Gillespie, Jr. (cm)	James H. Wilson (ad-mga) Verne T. Coxen (cam)	.....
TORRINGTON 27,820	Register, 190 Water St., Tel.: HU 9-3121 (e) 10,814 .08	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Torrington Printing Co. John H. Brooks, Pres.-Pub.	Walter Gisselbrecht (e) Matthew W. Beary (ce)	Howard Holcomb (sp)	Walter G. Gisselbrecht (bm)	Walter G. Gisselbrecht (mga)	John E. Potter (ms)
WATERBURY 104,477 131,707-ABC-CZ	Republican 61 Leavenworth St., Tel.: PLaza 4-0141 (m) 21,034 .... American (e) 40,029 .... Combined daily (me) 61,063 .21	Flat	(I-R) (AP, INS, UP) (7¢, 20¢S, 30¢w-d, 45¢w-d&S) (Gilman, Nicoll & Ruthman)	American-Republican Inc. William J. Pape, Pres.-Pub. Wm. B. Pape, Asst. Pub.	W. W. Vosburgh, Jr. (eep) Raymond J. Fanning (exec. ed.) Cornelius F. Maloney (me-A) Wm. J. Baxter (me-R) Gerald M. Monaghan (ce-A) James Carter (ce-R)	Neil J. Bulger (Su-R) John C. Kelley (sp-A) Wm. P. O'Donnell (sp-R) Marie D. Hart (we)	Jas. H. Darcey (gm) Edwin L. Pierce (bm) Jos. C. Rowett (cm)	Kenneth M. Carter (mga) F. P. Buckley (ram) Wm. F. Ryan (cam)	Eric Pape (ms)
	Republican (S) 46,025 .... Evening & Sunday (eS) 86,054 .23	Flat							
WILLIMANTIC 13,586 18,800-CZ local est. '56	Chronicle, 22-26 Church, Tel.: HA 3-4501 (e) 6,225 .07	Flat	(I) (UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Chronicle Ptg. Co. Mrs. Lucy Bartlett Crosbie, Pub-Pres.	James Malone (e)	Wells Twombley (sp)	Arthur W. Crosbie (gm-bm)	John R. Reynolds, III (ad) Irene C. Brassill (mga)	John W. Keeffe (ms)
WINSTED 8,781	Citizen, 448 Main St., Tel.: FRontier 9-3333 (e) 3,563 .05	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	The Citizen Ptg. Co. Theodore Vaill, Pres.-Pub.	Theodore Vaill (eep-e-me) Robert J. McCarthy (ce)	Theodore Vaill (ne) Robert J. McCarthy (sp)	Theodore Vaill (gm-bm-cm-com)	Theodore Vaill (ad-mga-ram-cam)	Theodore Vaill (pm-apm) W. W. Jarvis (ms)

DELAWARE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DOVER 6,223 40,150-CZ Loc. Est.	State News, 10 North St., Tel.: 4784 (e) 9,144 .09	Flat	(I) (AP) (J) (5¢, 30¢w) (Julius Mathew Spec. Agency)	Delaware State News Corp. Jack Smyth, Pres.	Jack Smyth (e-eep) Jim Miller (me)	Hal Bodley (sp) Pixie Burger (we)	John B. Manahan (cm) John W. Beach (com)	George F. Kelly (ad) Ruth Sheets (cam)	John W. Beach (pm-apm) George L. Bender (ms)
WILMINGTON 110,356 184,018-ABC-CZ	News, 831 Orange St., Zone 99, Tel.: Olympia 4-5351 (m) 28,512 .... Journal-Every Evening (e) 70,642 .... Combined daily (me) 99,154 .38	Flat	(I) (AP, UP) (7¢, 42¢w, $1.82mo) (Story, Brooks & Finley, Inc., and Hal Winter Co.) (Southern Resort Advert.)	The News-Journal Co. Chas. L. Reese, Jr., Pres.	Martin A. Klaver (eep) Fendall Yerxa (exec. e) S. H. Caufman, Jr. (me-MN) Elmer F. Cunningham (me-J) W. Emerson Wilson (ce-MN) Richard I. Rinard (ce-J)	Albert T. Cartwright (sp-J) Martin H. Levin (ap-MN) Eleanor N. Parrish (we)	Frederick Walter (gm) Daniel L. Martin (cm) Eugene Christmann (com)	Harry C. Harbison (ad) Wm. J. Black (ram) Margaret R. Cadwell (cam)	W. Murray Metten (pm) H. C. Harbison (apm) Nicholas M. Fellman (ms)

DISTRICT OF COLUMBIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WASHINGTON 802,178 1,286,618-ABC-CZ	News, 1013 - 13th St., N.W., Zone 5, Tel.: District 7-7777 (e ex Sat.) 175,562 .60 Saturday edition (Sat.) 144,060 .60	Flat Flat	(I) (SHNA, UP) (5¢d, 28¢w, $1.22mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Washington Daily News Co. Matt Meyer, Pres.	John Thos. O'Rourke (eep-e) Richard Hollander (me) Nicholas Blatchford (ce)	Ev Gardner (sp) Carol LeVarn (we)	Matt Meyer (bm) Raymond F. Mack (cm)	Howard Grothe (ad) Myron Glaser (mga) Albert L. Kinsey (cam)	John Waits (pm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WASHINGTON —Continued	Post and Times Herald, 1515 L St., N.W., Zone 5, Tel.: REpublic 7-1234 (m ex Sat.) 390,649 1.00 Saturday edition (Sat.) 368,887 1.00 Sunday edition (S) 420,112 1.00 Morning and Sunday (mS) 810,761 1.88	Flat Flat Flat Flat	(I) (AP, NYHT, UP, INS, CT-NYN, RN, CDN) (5¢, 20¢S, 30¢w-d, 45¢w-d&S, $1.95mo) (Sawyer-Ferguson-Walker Co., Hal Winter Co. (Fla.) and Joshua B. Powers, Ltd. (London)	Washington Post Co. Eugene Meyer, Chairman of Bd. Philip L. Graham, Pres.-Pub. J. W. Sweeterman, Vice Pres. J. R. Wiggins, Vice Pres. D. M. Bernard, Vice Pres. A. S. Fisher, Vice Pres.- Floyd R. Harrison, Treas. G. S. Phillips, Secy.	James R. Wiggins (cxec. e) Robert H. Estabrook (eep) Alfred Friendly (me) R. A. Thornburgh (night me) James Cutlip (asst. me) Ben Gilbert (ce)	Kenneth Harter (ne) Harold Kneeland (Su) Luther D. Ham (sp) Marie Sauer (we)	John W. Sweeterman (gm) Raoul Blumberg (asst. gm) Harry Gladstein (cd) Jack F. Patterson (cm) Robert P. Thome (com)	W. F. Gatewood (ad) Jack M. B. Sacks (am) R. E. Baker (mga) R. A. Bowerman (ram) James J. Daly (cam)	Jos. P. Lynch, Jr. (pm) Harry Eybers (prod. mgr.)
	Star, 11th & Pa. Ave., Zone 4, Tel.: St. 3-5000 (e ex Sat.) 254,992 .80 Saturday edition (Sat.) 233,383 .80 Sunday edition (S) 286,218 .80	Flat Flat Flat	(I) (AP, CDN, NANA) (*S) (5¢, 20¢S, 45¢ w-d&S, $1.95mo-d&S) (62) (O'Mara & Ormsbee, Inc. (New York, Detroit, Chicago, Los Angeles, San Francisco) (Florida travel & resort)	The Evening Star Newspaper Co. Samuel H. Kauffmann, Pres. Crosby N. Boyd, Vice & Treas.	Benj. M. McKelway (e) John H. Cline (asso.e) Newbold Noyes, Jr. (asst. e) Herbert F. Corn (me) I. William Hill (asst. me) John W. Thompson Jr. (asst. me) Edwin Tribble (ce)	Belmont Faries (ne) Charles Seib (Su) Chas. M. Egan (sp) Lee Walsh (we)	John H. Kauffmann (asst. bm) C. W. Welch (asst. bm) E. J. DeVore (cm) Edward Fawcett (com)	G. W. Kauffmann (ad) W. G. Hanford (mga) Frank V. Aiello (ram) Jack Schoo (cam)	Cody Phanstiehl (pm) Goerge Grinnell (pm) Jack Smith (rd) Willmott Lewis (ms)

FLORIDA

SPECIAL NOTE: Florida circulation figures are a year's average—Sept. '56 to Sept. '57.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BRADENTON 13,604 17,500 ('55 census) 25,092-ABC-CZ	Herald, 401 13th St., W., Tel.: 30-411 (e ex Sat.) 12,077 .13 Sunday edition (S) 12,167 .13	Flat Flat	(I-D) (AP) (J) (5¢d, 20¢S, 45¢w, d&S $1.95mo) (Theis & Simpson, Inc. and Publisher's Reps. of Florida)	Bradenton Herald Co. A. H. Chapman, Pres. W. E. Page, Pub.	John T. Hamner (e) F. R. Owen, Jr. (me)	Emory N. Smith (ne) Polly Henry (we) Norman Birchall (sp)	H. M. Howell (cm)	R. P. Richardson, Jr. (ad) Bill Strickland (cam)	
CLEARWATER 15,581 21,291-ABC-CZ 33,365-ABC Par. 28	Sun, 301 So. Myrtle St., Tel.: 3-7131 (e ex Sat.) 14,817 .11 Sunday edition (S) 15,690 .11	Flat Flat	(I-D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.55 mo) (General Advertising Service, Inc.)	Clearwater Sun, Inc. W. S. Zschach, Pres. John E. Marsh, Pub.	James L. Beardsley (eep-e-me) Reinhold Rogers (ce)	Vince Smith (sp) Charlotte Pickering (we)	W. S. Zschach (gm) Robert Brady (cm)	W. Paul Harris (mga) Dorothy Congdon (cam)	Oren Owen (ms)
DAYTONA BEACH 30,187 43,458-ABC-CZ 54,481-ABC Par. 15	Journal, 128 Orange Ave., Tel.: CL 2-1511 (m) 23,308 News (e) 21,650 Combined daily (me) 44,958 .23 News-Journal (S) 31,748 .21	 Flat Flat	(D) (AP) (5¢d, 10¢S, 55¢w-me&S, $2.50 mo) (Ward-Griffith Co., Inc. and Publishers Reps. of Florida)	News-Journal Corp. Julius Davidson, Pres.-Pub.	Herbert M. Davidson (eep-e) Tippen Davidson (exec ed) Steve Pappas (me-J) John Gallant (ce-J) William Finney (ce-N)	Robert Hunter (Su) Bernard L. Kahn (sp) Elizabeth Eastman (we-J) Dorothy Scoville (we-N)	Julius Davidson (gm) Milford V. Clifton (cm)	George R. Schmidt (ad) Kenneth W. Lunn (mga) Fred E. Steadman (ram) Julia Rosenthal (cam)	Howard W. Maxwell (apm) Fred C. Braiser (ms)
DE LAND 8,652 8,652-ABC-CZ	Sun News (e ex Sat.) 5,222 .07 Sunday edition (S) 5,341 .07	Flat Flat	(I) (UP) (5¢d, 10¢S, 35¢w, $1.50mo) (John H. Perry Associates)	DeLand Pub. Co. John H. Perry, Jr., Pres. John Morgan Welch, Pub.	May G. Horner (eep-e-me) Jim Moore (ce)	May G. Horner (Su) Larry Vershel (sp) Mrs. Ruby Strawn (we)	John Morgan Welch (gm-bm) Everette W. Johnson (cm)	James J. Jordan (ad) Morgan Welch (mga) Muriel Brown (cam)	Everette W. Johnson (pm) J. B. Wells (ms)
FT. LAUDERDALE 36,328 62,907 Sp. U. S. Census '55 52,046-ABC-CZ 77,238-ABC Par. 28	News, 320 S.E. 1st Ave., Tel.: JAckson 2-3711 (e) 44,308 .20 (S) 44,206 .20	Flat Flat	(I-D) (AP, UP) (5¢d, 10¢S, 30¢w, $1.30 mo) (Burke, Kuipers & Mahoney, Inc.)	Gore Pub. Co. R. H. Gore, (Chm. of Bd.) J. W. Dickey, Pres.-Pub. J. W. Gore, Co-Pub. T. T. Gore, V.P.	Orville Revelle (eep) Jack W. Gore (e) F. P. Pettijohn (me) Milton Kelly (ce)	L. E. Parker (ne) Romola Metzner (we) Joe Kolb (sp)	J. W. Dickey (gm) J. M. Cain (cm) Elmer Behrens (com)	W. W. Starr (ad-ram) J. D. Hunter (mga) Jack Dixon (cam)	R. E. Dickey (pm-rd) Floyd Pyles (ms)
FT. MYERS 13,195 17,416-ABC-CZ	News-Press Collier Arcade, Tel.: ED 5-1146 (m) 12,571 .11 Sunday edition (S) 13,154 .11	Flat Flat	(I-D) (AP) (J) (5¢d, 10¢S, 35¢w, $1.50 mo) (Theis & Simpson Co., Inc. and Publishers' Representatives of Fla.	News-Press Pub. Co.	Wm. R. Spear (e-me)	Len Harsh (sp) Geraldine B. Vesper (we)	Chesley F. Perry (gm-bm) Tom Matheson (cm)	Dewey M. Murphy (ad-ram) Betty Fischer (mga) Manley Welsh (cam)	Dewey M. Murphy (pm-apm) Robert Brocious (ms)
FT. PIERCE 13,502	News-Tribune, 121 Atlantic Ave., Tel.. 2050 (e ex Sat.) 7,473 .08 Sunday edition (S) 7,691 .08	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 35¢w, $1.50mo) (General Advertising Service, Inc.)	Fort Pierce Newspapers, Inc. W. S. Zschach, Pres. H. T. Enns, Jr., Pub.	H. T. Enns, Jr. (me) C. S. Mil Robert N. Enns (ce)	Robert N. Enns (sp) Howard Sharp (ne) Mrs. Meryl Scott (we)	Paul G. Enns (gm-bm) Sidney L. Grace (cm)	David E. Harrison (ad) Mrs. Dorothy S. Curl (cam)	David E. Harrison (pm) Joe Summerlin (ms)
GAINESVILLE 26,881 32,314-ABC-CZ 34,992 Par. 15	Sun (e ex Sat.) 11,930 .11 Sunday edition (S) 12,387 .11	Flat Flat	(I-D) (AP) (J) (*S) (5¢d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Pepper Ptg. Co. Mrs. W. M. Pepper, Pres.	W. M. Pepper, Jr. (eep-e) R. B. Beard (me) W. M. Pepper, III (ce)	R. B. Beard (Su) Eleanor Crom (we)	L. C. Pepper (gm) L. M. Shannon (bm) W. M. Torlay (cm)	W. G. Ebersole (ad) T. J. Hutson (ram) Lillian Zeigler (cam)	L. C. Pepper (pm) R. B. Beard (ms)
JACKSONVILLE 204,517 288,916 ABC-CZ	Florida Times-Union, 400 West Adams St., Zone 1, Tel.: EL 6-1212 (m) 151,883 .44 Sunday edition (S) 155,553 .46	Flat Flat	(I-D) (AP, NYT, CT-NYN, NANA, UP, RN) (5¢, 20¢, 50¢, $2.20mo) (Reynolds-Fitzgerald, Inc.)	Florida Pub. Co. Robert C. Millar, Pres.	C. J. King, Jr. (eep) J. S. C. Butz (me) John S. Walters (ce)	William L. Kastelz (sp)	Robert C. Millar (gm) G. R. Turner (cm) J. L. Smith (com)	Sam.P. Calloway (mga) W. B. Goodloe (ram) J. H. Ward (cam)	Walter Liddell (Prod. Mgr.) H. R. Capps, Sr. (ms)
	Journal (2) (e ex Sat.) 59,271 .24 *Sunday edition (S) 59,799 .24	Flat Flat	(I) (John H. Perry Associates) AP, UP, (5¢ e) UP Photo (10¢ s) NEA	Jacksonville Journal Co. Norvin S. Veal, Pub. John H. Perry, Jr., Pres.	Robt. N. Dow, Jr. (e in c) Joe Livingston (me) Thomas B. Logue (ce)	E. Earl Horrigan (ne) Jack Hairston (sp) Mrs. Charlene C. Thiem (we) Richard E. Bussard (Su)	Norvin S. Veal (gm) Geo. B. Tobi (bm) Harry F. Smith (cm)	Geo. B. Tobi (ad) Millard P. White (mga) R. M. Busey (ram) C. W. Yeager (cam)	John D. Welch (pd) R. M. Busey (apm) R. N. Dow (ms)
	*First Sunday edition Feb. 17, 1957.								
KEY WEST 26,433	Citizen, Greene At Ann Sts., Tel.: CYpress 6-5661 (e) 7,903 .08 *Sunday edition (S) ..... .08	Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.30mo) (Theis & Simpson Co. Inc.)	Citizen Pub. Co.	Sam Harris (eep) N. D. Artman (me-e) Margaret Foresman (ce)	Margaret Foresman (ne) Joe Illsley (sp) Dorothy Raymer Farmer (we)	N. D. Artman (gm-bm) Rayford Roberts (cm)	H. Clay Riley (ad-mga-ram) William Gibb (cam)	H. Clay Riley (pm-apm) Percy Curry (ms)
	*First edition Oct. 27, 1957.								
LAKELAND 30,851 33,699-ABC-CZ 40,354-ABC Par. 15	Ledger (e ex Sat.) 17,319 .13 Sunday edition (S) 18,256 .13	Flat Flat	(D) (AP) (5¢d, 15¢S, 35¢w-d&S, $1.50 mo) (Burke, Kuipers & Mahoney and Publisher's Reps. of Florida)	Ledger Pub. Co., Inc. A. W. Smith, Pres.-Pub.	Harris G. Sims (eep-e) T. O. Thackrey (me)	Jack W. Slayton (sp) Mrs. Olive Sykes (we)	A. W. Smith (gm-bm) W. J. Abram (cm)	W. J. Porter (ad) Solon Southerland (mga) N. E. Bennett (cam)	Wm. J. Porter (pm) Clifford Alves (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LAKE WALES 6,821 7,500 Loc. Est. '56	Highlander, 37 W. Orange Ave., Tel.: 2-6111 (e ex Sat.) 2,123	.06	.06	(I) (AP) (J) (5¢, 25¢w) (Newspapers South, Inc.)	Highlander Pub. Co., Inc. Robt. O. Lodmell, Pub.	Robt. O. Lodmell (e)	Sarah Adams (we)		Louie Joiner (cm)	Randolph Brannen (ms)
LEESBURG 7,395	Daily Commercial, 111 N. 7th St., Tel.: 15, 720, 1001 (e ex Sat.) (AC) 2,411 Sunday edition (S) (AC) 2,411	.06 .06	Flat Flat	(I) (UP) (John H. Perry Associates)	News-Journal Co. John H. Perry, Jr., Pres. Emmett Peter, Jr., Pub.	Emmett Peter, Jr. (e)	Emmett Peter (ne) Robert Thomas (sp) Mrs. Jean Sneed (we)	Willis Fairley (cm)	James Worley (ad) Sally Futch (ad) Robert Otto (cam)	Virgil Whaley (ms)
MARIANNA	Jackson County Floridian, Tel.: HU 2-2330 (m ex Sun. & Mon.) 1,563	.06	Flat	John H. Perry, Associates.	Woodrow Wilson, Pub. John H. Perry, Jr. Pres.	M. H. Tennis, Jr. (ce) Mrs. Retilla Miller (se)		Woodrow Wilson (gm) John Kent (cm)	Woodrow Wilson (ad)	Robert L. Thompson (ms)
MELBOURNE 4,223 7,814-ABC-CZ	Times (e) (AC) 4,603 (S) (AC) 4,892	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢d, 25¢w) (John H. Perry Associates)	News-Journal Co. John H. Perry, Jr. Pres. Frederick L. McFarlin Pub.	Pearl Leech (eep-e)	Pearl Leech (ne) Ethel Fish (we)	Frederick L. McFarlin (gm) Ellis Knowles (cm)	Sam Rowell (ad)	Ralph Bixby (ms)
MIAMI 249,276 684,415-ABC-CZ 470,687 Corp. Area '55	Herald, 200 S. Miami Ave., Zone 30, Tel.: FR 3-4411 (m) (AC) 273,107 Sunday edition (S) (AC) 328,980	.70 .75	Flat Flat	(I) (AP, CDN, DJ, INS, UP) (5¢, 15¢S; 45¢w, $1.95mo by carrier; $2.17mo by mail) (Story, Brooks & Finley, Inc.)	Miami Herald Pub. Co. John S. Knight, Pres.-Pub.	John D. Pennekamp (eep) John S. Knight (e) Lee Hills (ex-e) George Beebe (me) Al Neuharth (ex-ce)	Charles Ward (ne) Wm. M. Phillips (Su) Jimmy Burns (sp) Mrs. Dorothy Jurney (we)	James L. Knight (gm) Arthur J. Gucker (bm) Henry Troetschel (cm) William White (Asst. cm)	Wm. A. Canady (ram) N. N. Songer (mga) M. F. Self (cam)	L. R. Barnhill (pm-apm) Richard M. Fitzgerald (ms)
	News (36), 1001 N.W. 7th St., Tel.: FR 4-6211 (e) (AC) 137,598 Sunday edition (S) (AC) 114,815	.60 .55	.45 .40	(D) (AP, DJ, INS, NANA, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (Sawyer-Ferguson-Walker)	Miami Daily News, Inc. James M. Cox, Jr., Pres. D. J. Mahoney, Pub.	W. C. Baggs (e) Hoke S. Welch (me) Jack Kassewitz (ce)	Keith Ball (ne) Norman Christensen (Su) Morris McLemore (sp) Jean Wilson (we)	J. R. Brumby (gm) John L. Foy (bm) I. B. Dillard (cm) John Booth (com)	Robt. F. Buggein (ad) R. H. Kingston, Jr. (mga) R. C. O'Donnell (cam)	R. E. Brandt (pm) Julian Eberle (ms) J. M. Dwyer (rd)
MIAMI BEACH 46,282 50,981 (Spec. U.S. '56 census)	Miami Beach Sun, 1753 Alton Rd., Zone 39, Tel.: JEfferson 4-2181 (e ex Sat.) 10,696 Sunday edition (S) 10,696	.18 .18	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (The Katz Agency)	Miami Beach Sun Pub. Co. Geo. B. Storer, Pres. Parks Rusk, Pub.	Parks Rusk (eep) Mert Wetstein (ce) Dan J. Cronin (me)	Al Schneiderman (sp) Maude Massengale (we)	Parks Rusk (gm) Henry Q. Stevens (cm) Wm. McKitterick (com)	Tom Steele (ram) Hugh Booher (mga)	John R. Ninekirk (ms)
OCALA 11,741 15,480-ABC-CZ	Star-Banner, 15 North Main St., Tel.: MA 2-7254 (e ex Sat.) (AC) 7,665 Sunday edition (S) (AC) 7,812	.07 .07	Flat Flat	(AP) (J) (5¢d, 15¢S, 35¢w, $1.55mo) (John H. Perry Associates)	Ocala Star-Banner, Inc. John H. Perry, Jr., Pres. H. D. Leavengood, Pub.	R. N. Dosh (eep) Bernard Watts (ce)	R. N. Dosh (ne) Norman Froscher (Su) M. Klay (we)	Victor Leavengood (bm) E. M. Gentry (cm)	Helen Newsom (ad) Elvin Grubbs (cam)	Jack Whaley (ms)
ORLANDO 52,367 102,733-ABC-CZ	Sentinel, 633 N. Orange Ave., Tel.: GA 3-4411 (m) (AC) 60,148 Evening Star (e) (AC) 24,485 Combined daily (me) (AC) 84,632 Sentinel-Star (S) (AC) 78,239	.... .35 .35	.... Flat Flat	(I) (D) (AP, INS, UP, (5¢, 20¢S, 50¢m or e&S, 85¢w-m&e&S, $2.20mo-m or e&S, $3.75mo-m&e&S) (The Branham Co. and Publisher's Reps. of Florida)	Orlando Daily Newspapers, Inc. Martin Andersen, Pres.-Pub.	Wm. Conomos (ex. e) Daniel Hinson (me) Eugene Mullen (Asst. me) Henry Balch (asso. e-S-ES) Ormund Powers (asso. e-S) Ben Field (e-S) J. C. Brossier (c emeritus)	Emily Bavar (Su-we) Robert Howard (sp)	Harold Hamilton (cm) Charles Brumback (com)	M. J. Austin (ad) Robert MacLeish (mga) Thomas Kline (ram) Gene Pratt (cam)	Howard Cornwell (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PALATKA 9,176 9,176-ABC-CZ	News, P. O. Box 271, Tel.: EA 5-4533 (e ex Sat.) ⓒ 4,142	.08	Flat	(I) (AP) (J) (5¢, 25¢w, $1.10mo) (none)	Palatka Pub. Co. B. Gene Baker (co-Pub.)		Fred P. Green (sp) Memrie James (we)	Charles A. Tarver (gm) Jean E. Baker (bm)	Lizette L. Tarver (ad) Helen Heath (cam)	Chas. A. Tarver (ms)
PALM BEACH 3,886	News, Brazilian Ave. & County Rd., Tel.: TEmple 3-2444 (m) 2,951†	.17	.14	(I) (INS) (10¢d&S, 70¢w) (Donald S. Greenlief)	P. B. News & Life, Inc. John H. Perry, Jr., Pres. George W. Archer, Pub.	Tom Penick (eep-e)		G. W. Archer (mgr) Howard M. Wheeler, Jr. (cm)	Don Greenlief (ad)	L. S. Vaughan (ms)
	Sunday edition (S) 3,133†	.17	.14							
	†Mar. 31, 1957 (Published in Winter season only, Dec. to April)									
PANAMA CITY 25,814 29,975-ABC-CZ	News (m) ⓒ 4,950	.08	Flat	(I) (AP) (5¢, 30¢w, $1.30mo.) (5¢, 10¢S, 35¢w, $1.52 mo) (John H. Perry Associates)	Bay County Publishers Inc. John H. Perry, Jr., Pres. Cecil B. Kelley, Pub.	Toni Veverka (me N-H) Wm. Maxwell (ce-H) Lyman White (ce-N)	Lyman White (ne-N) Wm. Johnson (ne-H) Del Stuart (sp N-H) Ann Heim (we N-H)	Cecil B. Kelley (gm-bm) Thomas J. Pippin (cm)	W. Paul Brooks (ad) R. D. Veverka (mga) R. A. Renner (ram) Estelle Cunningham (cam)	W. Paul Brooks (rd) Duffy Pavnish (ms)
	Herald (e ex Sat.) ⓒ 13,203	.13	Flat							
	Combined daily (me) ⓒ 18,153	.16	Flat							
	News-Herald (S) ⓒ 15,977	.15	Flat							
PENSACOLA 43,479 93,229-ABC-CZ 108,237-ABC Par. 28	Journal, 103 E. Romano, Tel.: HE 3-8321 (m) ⓒ 48,035	.....	.....	(D) (AP, CT-NYN, UP) (5¢, 15¢S, 40¢w-m, 60¢ comb., 30¢w-e) (John H. Perry Associates)	The News-Journal Co., Inc. John H. Perry, Jr. Pres. Braden Ball, Pub.	Marion T. Gaines (eep-e) C. Harold Stokes (ex-e)	Vernon McCrory (sp-N) Earl Bowden (sp-J) Hortensia Sublette (we)	Braden Ball (gm) Wm. H. White (bm) Wm. R. Cummins (cm)	Robert A. Rainey (ad) Dorothy Thomas (mga) Earl Bowman (cam)	W. D. Lovelace (ms)
	News (e) ⓒ 33,355	.....	.....							
	Combined daily (me) ⓒ 81,390	.31	Flat							
	Journal (S) ⓒ 53,313	.....	.....							
	Evening and Sunday (eS) ⓒ 86,668	.33	Flat							
ST. AUGUSTINE 13,555 16,125-ABC-CZ 21,048-ABC Ret. TZ	Record (e ex Sat.) ⓒ 6,409	.07	Flat	(I-D) (AP, UP) (5¢d, 10¢S, 35¢w-d&S, $1.50) (Theis & Simpson Co. and Publisher's Rep. of Florida)	The St. Augustine Record A. H. Tebault, Pub. W. W. Wilson, Asst. Pub.	Harvey Lopez (e) Tom King (ce)	J. S. Carroll (sp) Ann Nussbaum (we)	A. H. Tebault (gm) W. W. Wilson (bm) S. L. Floyd (cm)	W. W. Wilson (ad) F. K. Sturges (mga) Bernice Nachtmann, (ram) Doris Hitchcock (cam)	Jack Turner (pm) E. C. Creech (ms)
	Sunday edition (S) ⓒ 6,347	.07	Flat							
ST. PETERSBURG 96,738 114,596-ABC-CZ 169,237-ABC Par. 15	Independent (1) (e) ⓒ 30,008	.18	Flat	(I) (AP) (5¢, 30¢w $1.30mo) (Johnson, Kent, Gavin & Sinding)	The Independent, Inc. K. R. Thomson, Pres. Loyal Phillips, Pub.	Loyal Phillips (e) W. G. Wiley (eep) Harold Ballew (me) J. Dustin (ce)	Jeff Moshier (sp) Cecelia Fickling (we)	W. Harvey Hornig (bm) D. Bradford (asst. bm) Robert C. Burns (cm)	Wm. Phelan (ad) Jack Whetstone (am) R. D. Peterson (mga) Jack Whetstone (cam)	Cecil Weaver (ms)
	Sunday edition (S) ⓒ	.18	Flat							
	*First Sunday Issue Dec. 1, 1957.									
	Times, 440 1st Ave. South, Zone 1, Tel.: 5-1111 (m) ⓒ 88,106	.33	Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 45¢w) (The Branham Co.)	Times Pub. Co. Nelson Poynter, Pres.	Nelson Poynter (e) Tom C. Harris (me) Stan Witwer (ce)	Ogden Sharpnack (ne) Sandy Stiles (Su) Bill Beck (sp) Gloria Biggs (we)	John B. Olson (bm) Jos. F. Yauch (cm) Cliff Camp (com)	Irwin A. Simpson (ad) Harold M. Canning (nam) William Mackelvie (cam)	Chas. Robinson (rd) Calvin Thomas (apm) Donnell Shortell (ms)
	Sunday edition (S) ⓒ 93,608	.35	Flat							
SANFORD 11,935	Herald (e ex Sat.) ⓒ 3,462	.07	Flat	(I) (AP) (5¢, 25¢w, $1 mo) (General Advertising Service, Inc.)	The Sanford Herald Fred Perkins Pres-Pub. Marion Harmon (exec. e)	Fred Perkins (e) Marion Harmon (ce)	Patricia Walker (ne) Virginia Conn (we)	Fred Perkins (gm) Francis Volatine (cm)	Evelyn Cushing (ad) Martha Porter (cam)	John Cullum (ms)
SARASOTA 18,896 25,638-ABC-CZ 34,575-ABC Par. 15	Herald-Tribune, 801 South Tamiami Trail, Tel.: RI 7-2121 (m) ⓒ 14,743	.13	Flat	(I) (UP, AP) (5¢, 20¢S, 40¢w) (Burke, (Kuipers & Mahoney, Inc. & Publishers Reps. of Florida)	Lindsay Newspapers, Inc. David B. Lindsay, Jr., Pres.-Pub.	David B. Lindsay, Jr. (e-HT) Harris Powers (e-D) John Hogg (me-H-T) Roy Cook (me-J)	Nick Robertson (sp-HT) Pat Putman (sp-J) Norman Yost (Su) Florence Swift Schneider (we-HT) Monica Steiner (we-J)	Geo. Bauer (bm) John Arn (cm) Donald Evans (com)	Geo. Bauer (ad) J. H. Ricker (mga) Jack Miller (ram) Howard Hoff (cam)	Warren P. Kemp (pm)
	(e ex Sat.) ⓒ 5,160	.11	Flat							
	Combined daily (me) ⓒ 19,903	.15	Flat							
	Herald-Tribune (S) ⓒ 17,225	.15	Flat							
	News *(e) 9,872	.12	Flat	(I) (AP, INS) (5¢d, 35¢w, $1.55mo) (Ralph R. Mulligan)	Kenmar, Ltd. Kent S. McKinley, Pub. David Lawrence (Exec. Asst. to Pub.)	Kent S. McKinley (e) A. H. Ruttenber (eep) David Lawrence (me) Furman C. Arthur (ce)	Robert Pierce (ne) Lucien Flutty (Su) Lou Durkin (sp) Betty Vance (we)	Kent S. McKinley (gm) Gordon L. Holdam (cm) Robert Kildahl (com)	David Lawrence (ad)	Harold Shorman (ms)
	(S) 8,976	.12	Flat							
	*Sunday issue suspended Nov. 17, 1957. Weekend edition (10¢) published on Saturdays.									
TALLAHASSEE 27,237 38,100 ('55 Sp. Cen.) 40,648-ABC-CZ Par. 15	Democrat, 100 East Call St., Tel.: 2-4650 (e) ⓒ 15,742	.13	Flat	(I) (AP) (J) (5¢d, 15¢S, 40¢w-d&S, $1.70mo) (Theis & Simpson Co., Inc.)	Capital Printers Inc. John M. Tapers, Pres.	John M. Tapers (e) Malcom Johnson (exec. ed.) Mike Beaudoin (ce)	Bill McGrotha (sp) Ruth Chapman (we)	Mrs. G. R. Gudenrath (bm) W. M. Whitmire (cm)	Richard E. Day (ad) Heidt S. Swearingen (cam)	W. A. Perkins (ms)
	Sunday edition (S) ⓒ 15,515	.13	Flat							
TAMPA 124,681 204,393-ABC-CZ 218,714-ABC Par. 28	Times, Franklin & Washington Sts., Zone 2, Tel.: 2-2911 (e) ⓒ 44,791	.25	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (The Katz Agency, Inc.)	Tampa Times Co. David E. Smiley, Pres.-Pub. Joseph F. Smiley, Asst. Pub.-V. P.	David E. Smiley (e) Joseph F. Smiley (asst. e) Hampton Dunn (me) Ash Wing (ce)	Don Miller (ne) Bob Frick (sp) Mrs. Ida Belle Kinley (we)	E. W. Sisson (bm) C. A. Gentry (cm)	L. S. Mitchell (ad) Donald E. McIntosh (mga) Nelson Small (ram) Mrs. Leon Weisberg (cam)	Donald E. McIntosh (pm-apm) Joel Brooker (ms)
	Tribune Morgan & Lafayette, Tel.: 2-7777 (m) ⓒ 130,430	.39	Flat	(I-D) (AP, CT-NYN, DJ, INS) (5¢, 20¢S, 50¢w, $2.17mo) (Sawyer-Ferguson-Walker Co.)	The Tribune Co. J. C. Council, Pres.-Pub.	E. D. Lambright (eep-e) V. M. Newton, Jr. (me) J. A. Murray (ce)	Paul Wilder (Su) Bob Hudson (sp)	Clark Farber (cm)	Truman Green (ad) P. J. Gordon (mga) Leon Braddock (ram) M. T. Christian (cam)	Robt. K. Sloan (pm-apm)
	Sunday edition (S) ⓒ 149,689	.42	Flat							
WEST PALM BEACH 43,162 75,895-ABC-CZ 100,377-ABC Par. 15	Palm Beach Post, 328 Datura St., Tel.: TE 3-7541 (m) ⓒ 29,297	.....	.....	(I) (AP, UP) (5¢, 15¢S, 65¢w-comb., $3.20 mo. comb.) (45¢w, $2.20mo. MS or ES) (John H. Perry Associates)	Jacksonville Journal Co. John H. Perry, Jr., Pres. George W. Archer, Pub.	Ed. F. Stumpf (eep) Herbert V. Sites (assoc. e) G. Hathaway (me-AM) M. Meade (me-E)	Merrill C. Meade (ne-T) Geo. Hathaway (ne-P) Robert C. Balfe (sp) Earnestine Pernell (we)	George W. Archer (gm) Howard M. Wheeler, Jr. (cm)	Mary E. Bourne (mga) Gene Moore (ram) Walton Bryan (cam)	L. S. Vaughan (ms)
	Palm Beach Times (e) ⓒ 20,939	.....	.....							
	Combined daily (me) ⓒ 50,236	.24†	Flat							
	Palm Beach Post-Times (S) ⓒ 38,882	.24	Flat							
	†One paper (either morning or evening) may be purchased at 10% discount from the combination rate.									
WINTER HAVEN 8,605 20,500 Met. CZ Est.	News Chief, 124 3rd, N.W., Tel.: Cy 3-2191 (e ex Sat.) 5,676	.08	Flat	(I-D) (UP) (J) (5¢, 10¢S, 30¢w, $1.30 mo) (Newspapers South Inc.)	Winter Haven Pub. Co. Inc. W. E. Rynerson Pres.-Pub.	Mike Zotti (ne-ce)	Mike Nolen (sp) Mrs. Billie Ellis (we)	Charles Goshorn (gm) L. J. Shaw (cm)	Jane Marable (ram) Floyd Alderman (cam)	Pete Sullivan (apm)
	Sunday edition (S) 5,676	.08	Flat							

GEORGIA

ALBANY 31,155 34,224-ABC-CZ 47,160-ABC Par. 15	Herald, 138 Pine Ave., Tel.: HE 5-4511 (e) ⓒ 23,042	.13	Flat	(I-D) (AP, DJ, UP) (5¢d, 10¢S, 35¢w-d&S, $1.55mo) (Ward-Griffith Co., Inc.)	Herald Pub. Co. James H. Gray, Pres.-Pub.	James H. Gray (eep-e) Don Kimsey (me) Vic Smith (ce)	Harley Bowers (sp) Mrs. Louise Whiting (we)	Barbara Jones (bm) Jack D. Chambers (cm)	B. Frank Cook (ad-mga-ram) Hazel Hughes (cam)	B. Frank Cook (pm-apm) W. A. Rachals (ms)
	Sunday edition (S) ⓒ 22,753	.13	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMERICUS 11,389	Times-Recorder (e) 5,578	.06	Flat	(D) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Times-Recorder Co., Inc. James R. Blair, Pres.-Pub.	James R. Blair (eep-e) Ruby Hayes (me-ce)	Ruby Hayes (ne) Clarence Graddick (sp) Mrs. Ann W. Sheffield (we)	James R. Blair (gm-bm) C. E. Pilcher (cm)	James R. Blair (mga) W. E. Blair (ram) Mrs. Alice Pilcher (cam)	W. E. Blair (apm) J. M. Brown (ms)
ATHENS 28,180 28,180-ABC-CZ	Banner-Herald, 375 E. Hancock, Business: Liberty 3-4336; News: Liberty 3-4331 (e ex Sat.) ⓐⓒ 6,185	.07	Flat	(D) (AP) (5¢d, 5¢S) (Ward-Griffith Co., Inc.)	Athens Pub. Co. E. B. Braswell, Pres.-Pub.	E. B. Braswell (e) Bryan Lumpkin (assoc. e) Ernie Hynds (ce)	Ernie Hynds (ne) Tom Greene (se) Bunnie Cox (we)	E. B Braswell (gm) Howard Zumbro (bm) John B. Davis (cm)	J I. Groover (ad-mga-ram-cam)	Roy Wilson (ms)
	Sunday edition (S) ⓐⓒ 6,939	.07	Flat							
ATLANTA 331,314 563,192-ABC-CZ 671,646-ABC Par. 15	Constitution, 10 Forsyth St., N.W Box 4689, Zone 2, Tel.: Walnut 5050 (m) ⓐⓒ 196,693	.....	.....	(D) (AP, UP, NYT) (5¢, 20¢S, 50¢w-m&S, $2.17mo) (Kelly-Smith Co.)	Atlanta Newspapers, Inc. Jack Tarver, Pres. Clark Howell, Pub.-C George C. Biggers, Jr. Vice-Pres. Eugene C. Patterson, Vice-Pres.	Jack Spalding (e-J) Eugene Patterson (exec. e) Ralph McGill (e-C) Luke Green (Asst. e-J) Geo. Boswell (Asst. e-C) William H. Fields (me-C) Tom McRae (Asst. me-C) William I. Ray, Jr. (me-J) Howell Jones (ce-C) Don Carter (ce-J)	Luther D. McAlister (ne-J) Du Pont Smith (ne-C) Joel Huff (Su) Furman Bisher (sp-J) Jesse Outhar (sp-C) Edith Hills Coogler (we-J) William O. Myrick (we-C)	Jack Tarver (gm) Geo. C. Biggers, Jr., (bm) Arthur Daniel (cm)	Hobart Franks (ad) James E. Stanford (mga) J. C. Murray (ram) Searcy G. Garvin (cam)	Pat LaHatte (pm) Chapman Turner (ms)
	Journal (e) ⓐⓒ 257,876	.....	.....	(D) (AP, UP) (*S) (5¢, 20¢S, 50¢w-e&S) (Kelly-Smith Co.)						
	Combined daily (me) ⓐⓒ 454,569	1.05	Flat							
	Journal-Constitution (S) ⓐⓒ 507,398	1.10	Flat							
	Sunday & Evening (eS) ⓐⓒ 765,274	1.50	Flat							
	Sunday & Morning (mS) ⓐⓒ 704,091	1.40	Flat							
	World (Negro), 210 Auburn Ave., N.E., Zone 3, Tel.: JA 1-1459 (m ex Mon.) 19,000*	.18	.15	(I) (INS) (J) (5¢, 10¢S, 30¢w, $1.30mo) (Associated Publishers, Inc.)	Estate of W. A. Scott... C. A. Scott (administrator)	C. A. Scott (e) William A. Fowlkes (me) William Gordon (ce)	Marion Jackson (sp) Oxiel Woolcock (we)	C. A. Scott (gm) Wm. Scott (cm)	Russell Simmons (mga)	E. J. Scott (ms)
	*Publisher's est. excl. National, totaling 10,000 outside Atlanta.									
AUGUSTA 71,508 117,675-ABC-CZ 153,960-ABC Par. 15	Chronicle, Broad St., Tel.: 2-6464 (m) ⓐⓒ 43,708	.....	.....		Southeastern Newspapers, Inc. W. S. Morris, Pub.-Chairman of the Board J. W. West, Pres. W. S. Fox, Treas. Wm. S. Morris, III, Asst. to Pres.	R. L. M. Parks (eep-C) Randy Russell (eep-H) Elvin Henson (me-H) Wm. S. Morris (e-H) John Harper (me-C)	Louis C. Harris (exec. ne) John Hendrix (sp-C) A Z. F. Wood (sp-H) Marguerite Stelling (we-C) Courtney Willared (we-H)	J. W. West (gm) William King (cm) W. S. Fox (com)	Ed Scott (ad) Harry Shearer (mga) Milo McGahee (ram) Ellis Moulton (cam)	Leonard Hudson (food Adv.) Ed Jones (pm) Fred Morris (ms)
	Herald (e) ⓐⓒ 20,012	.....	.....	(I) (AP, INS) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Branham Co.)						
	Combined daily (me) ⓐⓒ 63,720	.29	Flat							
	Chronicle (S) ⓐⓒ 56,999	.29	Flat							
BRUNSWICK 17,954 27,000 loc. est.	News (e) 8,513	.07	Flat	(D) (AP, CT-NYN) (5¢, 30¢w, $1 30 mo) ($3 90 3-mos, $7.80 6-mos, $15.00 year) (Thos. F. Clark Co., Inc.)	News Pub. Co. Mrs. Sarah L. Leavy, Pres.	L. J. Leavy and C. H. Leavy, Jr. (e) L. J. Leavy (me)	Lavelle Strickland (sp) Mrs. John W. Jenkins (we)	C. H. Leavy, Jr. (gm-bm) J. Troy Bledsoe (cm)	E. T. Thompson (mga-ram-cam)	S. B. Bruand (ms)
CARTERSVILLE 7,270	Tribune-News (e ex Sat.) 3,725	.06	Flat	(D) (AP) (J) (5¢, 25¢w, $1.00mo)	Tribune Pub. Co. M. L. Fleetwood, Pres.-Pub.	M. L. Fleetwood (eep-e) George Evans (me)	Mrs. George Woodrow, Jr. (we)	John T. Fleetwood (gm-cam)	John T. Fleetwood (ad)	.....

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CEDARTOWN 9,470	Standard, 112 Herbert St., Tel.: 800 (e ex Sat.) 3,912	.07	Flat	(I) (UP) (J) (7¢, 25¢w, $1.03mo) (General Advertising Service, Inc.)	Standard Pub. Co., Inc. Jack W. Stuff, Pres.-Pub.	Jack W. Stuff (eep-e) Don Biggers (ce)	Don Biggers (ne-sp)	Jack W. Stuff (gm)	J. Ralph Rainwater (ad) J. R. Rainwater (ram) Miss Marquerite Robinson (cam)	Jack Stuff (pm)
COLUMBUS 79,611 125,402-ABC-CZ 134,479-ABC Par. 15	Enquirer (m) (⊠) 25,367 Ledger (e) (⊠) 28,309 Combined daily (me) (⊠) 53,676 Ledger-Enquirer (S) (⊠) 49,256	.... .26 .26	.... Flat Flat	(I-D) (AP, INS, UP) (5¢d, 20¢S, 50¢w, $2.17mo) (The Branham Co.)	The Ledger-Enquirer Co. A. H. Chapman, Sr. Pres. M. R. Ashworth, Sr., Pub.	Edge R. Reid (eep-e-L) W. C. Tucker (eep-e-E) Carlton M. Johnson (me-L) David G. Miller (me-E) Marvin D. Wall (ce-L) Roger A. Williams (ce-E)	Albert H. Boyle (ne-E) Don F. Wasson (ne-L) Edge R. Reid (Su) Thomas Kinney (sp-L) Robert Pruitt (sp-E) Katherine McDuffie (we-E) Latimer Watson (we-L)	Louis W. Eidt (bm) E. E. Mullis (cm) D. L. Chapman (asst. bm) Joseph P. Meyer (com)	Sam Behar (ram) Robert G. Turner (mga) Wallace L. Kitchen (cam)	Mrs. W. C. Tucker (rd) Robert G. Turner (pm) Louis W. Eidt (ms)
CORDELE 9,462	Dispatch, 13th Ave. W., Tel.: 1890-2100 (e ex Sat.) 3,970	.07	Flat	(I) (UP) (INS) (5¢d, 25¢w, $1mo) (Newspapers South Inc.)	Cordele Pub. Co., Inc. E. W. Mathews, Pres.-Pub. Jack C. Mathews, Co. Pub. Vira L. Mathews, Treas.	E. W. Mathews (e) Ken Hay, Jr. (me) Harris Dalton (ce)	Ken Hay, Jr. (ne) Peter Calabro (sp) Frances Lasseter (we)	Jack C. Mathews (gm) Stanley King (bm) Edwin Cribb (cm)	E. W. Mathews (mga) Stanley King (ram) Vira L. Mathews (cam)	Jack C. Mathews (pm) Glenn Orwick (ms)
DUBLIN 10,232	Courier-Herald, Dispatch & Press, Jackson St Tel.: 1190-115-63 (e) 6,278	.06	Flat	(I) (INS) (5¢, 25¢w, $1.00mo) (Burke, Kuipers & Mahoney, Inc.)	Courier-Herald Pub. Co. Inc. W. H. Lovett, Pres. W. H. Champion, Pub.	W. H. Champion (e)		W. H. Champion (gm)	D. T. Cowart (ad)	
GAINESVILLE 11,936 18,410-ABC-CZ	Times, Press-Radio Center, Tel.: LEnox 2-6211 (e ex Sat.) (⊠) 7,503 Sunday edition (S) (⊠) 7,438	.08 .08	Flat Flat	(I) (INS) (5¢d, 10¢S, 35¢w-d&S)	Southland Pub. Co. Louis R. Fockele, Pub. Charles Smithgall, Pres.	Sylvan H. Meyer (eep-e) Steve Hale (me)	Phil Jackson (sp) June Woodruff (we)	Louis R. Fockele (gm) Kenneth Hudgins (cm) (Mrs.) Evline S. Mills (com)	Allan R. MacMillan (ad) W. B. McLemore (cam)	A. B. Carter (ms)
GRIFFIN 13,982 21,571 '57 Est	News, 323 E. Solomon St., Tel.: 3276 (e) 7,033	.07	Flat	(I-D) (INS, UP) (5¢d, 25¢w, $1.10mo) (Thos. F. Clark Co., Inc.)	Quimby Melton, Sr., Quimby Melton, Jr., Partnership Quimby Melton, Sr., Pub.	Quimby Melton, Jr. (eep-e) Bill Knight (me-ce)	Billy Knight (ne) Roger Dix (sp) Jackie Wright (we)	Cary Reeves (gm-bm) Harry Reeves (cm)	Cary Reeves (ad) Russell Smith (mga-ram) Leon Woodle (cam)	Russell Smith (apm) Joe H. Cox (ms)
LA GRANGE 25,025	News (e) 5,906	.08	Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Roy C. Swank, Helen P. Swank & Jean Swank Partnership R. C. Swank, Pub.	Phil Harrison (assoc. e)	Richard Looser (ne) Mose Walburn (sp) Miss Eleanor H. Orr (we)	Wm. A. Coker (gm) James T. Bassett (cm)	Wm. A. Coker (ad-mga) J. C. Prather (ram) L. A. Stuetenroth (cam)	Ralph McDaniel (ms)
MACON 70,252 106,581-ABC-CZ 129,202-ABC Par. 15	Telegraph, 456 Cherry St., Tel.: 3-2621 (m) (⊠) 40,802 News (e) (⊠) 19,860 Combined daily (me) (⊠) 60,662 Telegraph News (S) (⊠) 54,526	.... .28 .28	.... Flat Flat	(D) (AP, UP) (5¢, 15¢S, 30¢w, 45¢w-d&S, $1.30mo-d, $1.95 mo-d&S) (The Branham Co.)	Macon Telegraph Pub. Co. Peyton Anderson, Pres.-Pub.	Joe Parham (eep-e-N) Bert Struby (e-T) William A. Ott (me-T) Jay Trawick (me-N)	Donald McDonald (ne-T) Luther Thigpen (ne-N) Sam Glassman (sp-T) Wallace Reid (sp-N) Blythe McKay (we-T) Gertrude Trawick (we-N)	Bert Struby (gm) Lamar Parker (bm) H. P. Smith (cm)	Tommie Haden (mga) Lane Williams (ram) Al Waldorf (cam)	Hugh Harper (apm)
MARIETTA 20,687	Journal (e ex Sat.) 9,808 Sunday edition (S) 9,808	.08 .08	Flat Flat	(I-D) (UP) (5¢, 5¢S, 30¢w, $1.10mo) (Theis & Simpson Co., Inc.)	Times-Journal, Inc. Brooks P. Smith, Pres.-Pub.	Wm. Kinney (e) Mark Waits (ce)		James Rasco (cm)	Werner Wortsman (ad) Ann Clark (cam)	W. R. Wilkins (ms)
MOULTRIE 11,639 16,196-ABC-CZ	Observer (e) (⊠) 6,800	.07*	Flat	(D) (AP) (5¢, 30¢w, $1.30mo) (none)	Observer Pub. Co. M. E. Nussbaum, Pres. Mrs. Frances A. Nussbaum, Pub.	W. D. Avera (e-me) J. O. Paine (ce)	Frank Dunn (ne) J. O. Paine (sp) Annie Mae Adams (we)	M. E. Nussbaum (gm) E. A. Taylor (cm)	Don Collier (mga) E. A. Taylor (cam)	Billy G. Treadway (pm) Andrew Leverette (ms)
	*.11 in combination with weekly (Fri.). circulation 3,047									
ROME 29,615 31,560-ABC-CZ	News-Tribune (e ex Sat.) (⊠) 12,191 Sunday edition (S) (⊠) 12,027	.10 .10	Flat Flat	(I-D) (AP, INS) (5¢, 15¢S, 40¢w, $1.73 mo) (Newspapers South, Inc.)	News Pub. Co. James F. Mann, Pub.		Bob Hanson (sp) Isabell Gammon (we)	James F. Mann (gm) B. H. Mooney, Jr. (bm) Roland Pierce (cm)	Max Milhollin (ad) G. C. Allen (cam)	W. B. J. Floyd (ms)
SAVANNAH 119,628 141,716-ABC-CZ 158,141-ABC Par. 15	News (m) (⊠) 54,389 Press (e) (⊠) 24,089 Combined daily (me) (⊠) 78,478 News (S) (⊠) 64,793 Evening & Sunday (eS) (⊠) 88,882	.... .33 .... .35	.... Flat .... Flat	(I) (AP, UP, INS) (5¢ 10¢S, 45¢w-d&S, $1.95mo, Press 5¢, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	Savannah News-Press Inc Alvah H. Chapman, Jr. Pres. and Pub.	Judd Arnett (asso. ed.-N) Wm. J. Fielder, Jr. (assoc. eep-N) J. E. Lambright (e-N) Frank Rossiter (asso. ed.-N) John L. Sutlive (e-P) J. J. Cook (ce-P) H. Lee Banks (ce) Harley Cabaniss (Telegraph c-P)	Harley Cabaniss (ne-P) Richard Conley (sp-P) Tom Coffey (sp) Mary Keating (we)	Lewis R. Woods (cm) I. J. Shumway (com)	Lloyd G. Eder (ad) William D. Megahee (mga) Winburn T. Rogers (ram) Robert L. Lueckel (cam)	Jefferson D. Persse (pm) Robert M. Yeiter (ms)
THOMASVILLE 14,424	Times-Enterprise, P.O. Box 111, Tel.: CAnal 6-2400 (e) 8,027	.08	Flat	(D) (AP) (J) (5¢, 30¢w, $1.30mo) (none)	Times-Enterprise Co., Inc. L. E. Kelly Jr., Pres. Pub.	E. R. Jerger (e) L. E. Kelly, Jr. (me) Emily R. Jerger (ce)	L. E. Kelly, Jr. (ne) Sam Glassman, Jr. (sp) Esther Shane (we)	L. E. Kelly (gm) W. D. Hargrave (bm) Daniel L. Kelly, (cm) L. R. Davis (com)	L. E. Kelly (ad) W. D. Hargrave (mga) J. D. Kelly (ram) D. B. Lessard (cam)	Lee E. Kelly, Sr. (pm) R. E. Dickey (ms)
TIFTON 6,831	Gazette, 211 North Tift Ave., Zone 1, Tel.: 1900 (e) 8,557	.08*	Flat	(I) (AP) (5¢, 30¢w) (Newspapers South, Inc.)	Gazette Pub. Co. Homer M. Rankin, Pres. & Pub.	Homer M. Rankin (e) Julian Clark (me) Julian Clark (ce)	Julian Clark (ne) Sidney Martin (we)	A. C. Tift, Jr. (gm) Paul Henderson (cm)	A. C. Tift, Jr. (ad)	David Collier (ms)
	*.11 in combination with Weekly Gazette combined circ. 9,081.									
VALDOSTA 20,046 33,600 C of C '56 est.	Times, 109-11 W. Hill Ave., Tel.: 5 & 388 (e) 10,225	.09	Flat	(D) (AP) (5¢, 30¢w) (Inland Newspaper Representatives)	The Valdosta Press, Inc. F. D. Rose Pres. E. L. Turner, Pub.	Turner Rockwell (e) Joe Davis (me) Chris Trizonis (ce)	Vic Dunaway (sp) Mrs. Elizabeth Ashley (we)	E. L. Turner (gm-bm) George E. Smith (cm)	E. M. Turner (ad-mga) C. S. Huckaby (ram)	John Platt (ms)
WAYCROSS 18,899	Journal-Herald, 402 Isabella St., P.O. Box 685, Tel.: 86 or 87 (e) 9,594	.08	Flat	(D) (AP) (J) (6¢, 30¢ w, $1.30mo) (none)	Waycross Journal-Herald Co. Jack Williams, Pres.-Pub.	Jack Williams (eep-e) Jack Williams, Jr. (me) Paul Robinson (ce)	Paul Robinson (ne-sp)	J. M. Markey, Jr. (gm-bm) Jack D. Jennings (cm)	J. M. Markey, Jr. (ad-ram) Louise Breen (mga)	J. M. Markey, Jr. (pm-apm)
WEST POINT (GA.)-LANETT (ALA.) 4,076—West Point 7,434—Lanett	Valley Times-News, Tel.: 3,3761 (e) 4,500	.08	Flat	(D) (UP) (5¢d, 25¢w) (General Advertising Service)	Valley Times-News, Inc. Davis Haines, Pres.-Pub.	Davis Haines (e)	Ann Vinson Campbell (we)	Davis Haines (gm) L. Yarbrough (cm)	W. G. Beddingfield (ad)	W. G. Beddingfield (pm) Frank Cohen (ms)

HAWAIIAN ISLANDS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HILO 27,198 27,198-ABC-CZ	Tribune-Herald, 355 Kinoole, Tel.: 4621 (e) (⊠) 9,971 Sunday edition (S) (⊠) 9,930	.11 .11	Flat Flat	(I-R) (AP) (J) (5¢, 5¢S, $1.50mo-d&S) (O'Mara & Ormsbee)	Hilo Tribune-Herald, Ltd. Mrs. Elizabeth P. Farrington, Pres.	Harry M. Blickhahn (eep-e-me) Raymond R. H. Yuen (ce)	Raymond R. H. Yuen (ne) Gene Wilhelm (Su) Bert Nakaji (sp) Thelma Olival (we)	Lester A. Carpenter (bm) David Mendonca (cm)	Lester A. Carpenter (ad) D. W. Rose (mga-ram-cam)	Lester A. Carpenter (pm) D. W. Rose (apm) Albert Coulson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
HONOLULU 248,034 248,034-ABC-CZ	Advertiser (2), P.O. Box 3110, Zone 2, Tel.: 52977 (m ex. Sat.) (ABC) 47,107	.26	Flat	(I) (UP) (J) (10¢d, 15¢S, 45¢wk.) (The Katz Agency, Inc.)	Advertiser Pub. Co. Ltd. Lorrin P. Thurston, Pres.-Pub.	Raymond Coll (e) Thurston Twigg-Smith (me) Buck Buchwach (ce)	Howard Case (Su) Vernon McQueen (sp) Druzella Lytle (we)	Lorrin P. Thurston (gm) Allan McGuire (bm) Milan Levitt (cm)	Frank C. Addleman (ad) Mildred Kinney (mga) S. A. Weintraub (ram) Delphia Cupp (cam)	Gerald Burtnett (pm) Henry Messina (ms)
	Saturday edition (Sat.) (ABC) 46,014	.28	Flat							
	Sunday edition (S) (ABC) 75,877	.30								
	Hawaii Hochi (English-Japanese) Central Press, Kyodo News Service (Japan), 917 Kokea St., P.O. Box 1290, Zone 17, Tel.: 82255 (e) 11,322	.15	Flat	(I) (INS, UP) (J) (8¢) (none) (S. S. Koppe Co., Inc.)	The Hawaii Hochi, Ltd. Michiye Makino, Pres. Mrs. Michiye Makino, Pub. and Treas. Thomas T Sakakihara, Vice-Pres. Seichi Tsuchiya, Vice-Pres. & Auditor Tsuneichi Yamanoto, Sec'y Kumaichi Kumasaki, Auditor Sadasuke Terasaki, Auditor	Kengi Hamada (e-English section) Ichiji Goto (e-Japanese section) Don T. Fujikawa (me) Japanese Kenji Hamada (ce) English	Kenneth Tanaka (sp) English Genpachi Tsushima (sp) Japanese	Kumaichi Kumasaki (bm-cm) Tsuneichi Yamamoto (gm)	Hideo Tanaka (mga) Japanese Rinji Maejuma (mga) English	Harry K. Asao (ms)
	Hawaii Times (English-Japanese), 916 Nuuanu Ave., P.O. Box 1230, Zone 7, Tel.: 61091 (e) 11,532	.15	Flat	(I) (AP-Kyodo News Service) (8¢, $1.85 mo) (Thos. F. Clark Co., Inc. and Don R. Pickens Co.)	The Hawaii Times, Ltd. Shigeo Soga, Pres.	Shigeo Soga (e) Ryokin Toyohira (me) Ryuso Hirai (ce)	Keith Kawamura (ne) Takeo Yamamoto (sp)	K. Kawamoto (gm) Katsuichi Kawamoto (bm) K. Yujiri (cm) T. Takehara (com)	Harry S. Tomita (ad) Benjamin T. Murakami (mga) Harry S. Tomita (nam) T. Murakami (ram)	S. Kunihiro (ms)
	Star-Bulletin (2), 125 Merchant St., P.O. Box 3080, Zone 2, Tel.: 5-7911 (e ex. Sat.) (ABC) 94.732	.34	Flat	(I-R) (AP, CDN, UP) (J) (10¢, 15¢ Sat., $1.75mo) (O'Mara & Ormsbee, Inc.)	Honolulu Star-Bulletin Ltd. Mrs. Joseph R. Farrington, Pres.	Riley H. Allen (e) Wm. H. Ewing (me) James J. Mullen (ame) A. A. Smyser (ce)	Harry Whitten (ne) Walter Christie (Sat.e) Tom Hopkins (sp) Betty Wilder (we)	Paul L. McIlree (gm) Porter Dickinson (asst-gm) Albert B. Fink (cm)	Porter Dickinson (ad) Dennis McCarthy (mga) Marshall P. Tate (ram) Alfred B. Cordova (cam)	Donald H. Burum (pm-apm) Edward L. Larson (ms)
	Saturday edition (Sat.) (ABC) 103,319	.34								

IDAHO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BLACKFOOT 5,100 '57 Est. 7,200	Bulletin (e ex Sat.) (ABC) 2,078	.07	Flat	(I) (AP) (5¢, 30¢w) (Inland Newspaper Representatives)	Bulletin Pub. Corp. Drury R. Brown, Pres.			Drury R. Brown (gm) Vernon Vance (cm)	Nolan Wilson (mga & ram) Marjorie Flint (cam)	Edw. R. Burns (ms)
BOISE 34,393 50,355-ABC-CZ	Statesman (m) (ABC) 34,638	.....	.....	(I-R) (AP, NYHT, UP) (5¢, 15¢S, 30¢w-e, 40¢w-m&S) (Reynolds-Fitzgerald, Inc.)	The Statesman Ptg. Co. Margaret Cobb Ailshie, Pres.-Pub.	John Harvey (me-m) Ernie Hood (me-e)	Rob't. Johnson (ne-m) Ernie Hood (ne-e) Betty Penson (we)	James L. Brown (gm) H. M. Ballif (bm) S. E. Abbott (cm)	Taylor C. Robertson (ram-mga) J. Donald Lynch (cam)	W. E. Culver, Prod. M.
	Statesman (e) (ABC) 10,492	.....	.....							
	Combined edition (me) (ABC) 45,130	.23	Flat							
	Sunday edition (S) (ABC) 40,392	.23	Flat							

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CALDWELL 10,487 10,487-CZ 12,207-ABC Par. 28	News-Tribune (e) 5,399 *In combination with The Idaho Free Press. (See Nampa, Idaho). Automotive optional .07.	.14*	Flat	(I) (UP) (J) (5¢d, $1.25mo) (Gilman, Nicoll & Ruthman)	Caldwell Pub. Co., Adam J. Kalb, Pres.-Pub. (Scripps League)	Jack H. Scudder (eep). R. E. Hackworth (e-me-ce)	R. E. Hackworth (ne)..... Paul Messick (sp) ..... Marguerite Stewart ... (we)	Adam J. Kalb (gm) ..... C. Robert Bull (bm)..... Albert Oglevie (cm) B. W. Boisvert (com)	Joe Parker (ad-ram).... C. Robert Bull (cam)....	Virgil Grey (ms)
COEUR d'ALENE 12,198 13,517-ABC-CZ 14,338-ABC Par 15	Press, 201 Second St., Tel.: MOhawk 4-2168 (e) 6,407	.09	Flat	(I) (AP) (10¢, $1.65 mo) (Gilman, Nicoll & Ruthman)	Coeur d'Alene Press Co. Burl C. Hagadone, Pres.-Pub. (Scripps League)	Burl C. Hagadone (e) R. J. Brunning (g-me) Charles Sowder, Jr (ce)	Frances Cope (ne)..... Mary Minster (we).....	Todd Hagen (cm)	Patrick King (ad-mgr) Wayne Olson (ram) Duane Hagadone (cam)	Duane B. Hagadone (apm) F. H. Neuman (ms)
IDAHO FALLS 19,218 24,154-ABC-CZ 25,783-ABC Par. 15	Post-Register (m ex Mon.) 5,032 Post-Register (e ex Sat.) 12,245 Combined daily (me) 17,277 Sunday edition (S) 17,344	.... .12 .12	.... Flat Flat	(I-R) (AP) (5¢, 10¢S, 35¢w-d&S) (Ward-Griffith Co., Inc.)	The Post Co. ..... Edwin F. McDermott, Pres.-Pub.	J. Robb Brady (e) Keith V. Otteson (me) Ben J. Plastino (ce)	Robert Mycue (ne)..... George Scott (sp) Mrs. Jerry Larson (we)	E. F. McDermott (gm) ... E. H. Huffman (cm)	Jack Couch (ad)	Wm. Beard (ms)
KELLOGG 4,913	News (e) 3,317	.05	Flat	(R) (AP) (J) (5¢, $1.00 mo) (none)	Kellogg Evening News William Penney, Pub.	W. R. Brainard (e)....	Dora Mohr (we).....	Wm. Penney and John Penney (gm-bm-cm)	Wm. Penney (ad).....	.....
LEWISTON-CLARKSTON 12,985 Lewiston 5,617 Clarkston	Tribune, 0213 4th St., Tel.: SHerwood 3-2521 (m) 15,886 Sunday edition (S) 15,905	.12 .12	Flat Flat	(I-D) (AP) (J) (7¢, 12¢S-$1.75mo-d&S) (West-Holliday Co., Inc.)	Tribune Pub. Co. ..... A. L. Alford, Pres.-Pub.	Wm. F. Johnston (eep-me) A. L. Alford (e) Chas. P. Boren (ce)	Bonnie C. Butler (Su)... Melvin C. Snow (sp)..... Erma Meckstroth (we)	A. L. Alford (gm) ..... J. H. Ferris (bm) ..... H. L. Hollenbeck (cm)	E. R. Flickinger, (Acting ad & ram) Mary Lee Allen (mga).. Mary Carlon (cam)	E. R. Flickinger (ms)
MOSCOW 10,593 10,593-ABC-CZ	Idahonian, 409 S. Jackson, Tel.: 2437 (e) 4,171	.07	Flat	(I-R) (AP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	News-Review Pub. Co. Inc. W. T. Marineau, Pres.-Pub.	L. A. Boas (eep-e) W. T. Marineau (me) A. F. Barackman (ce)	L. A. Boas (ne)..... A. F. Barackman (sp) Donna Barker (we)	W. T. Marineau (gm-bm) D. F. Sanders (cm)	A. J. Marineau (ad-ram-cam)	P. W. Schammel (pm-apm) A. F. Hofmann (ms)
NAMPA 16,185 17,974-ABC-CZ 20,332-ABC Par. 28	Free Press (e) 6,758 *In combination with The Caldwell News-Tribune. (See Caldwell) Automotive optional 9¢.	.14*	Flat	(I-R) (UP) (5¢, $1.50 mo) (Gilman, Nicoll & Ruthman)	Canyon Pub. Co. ..... Adam J. Kalb, Pres.-Pub. (Scripps League)	Jack H. Scudder (e-me-ce-eep)	Kenneth Dulo (ne) ..... Roger Lucas (sp)..... Bernice Crofton (we)....	Adam J. Kalb (gm) ..... Gene Carpenter (cm)..... B. W. Boisvert (com)	Gerald Green (ad-ram) Elma Tipton (cam)	Gordon McDonald (ms)
POCATELLO 26,131 32,208-ABC-CZ 27,140 ('57 Spec. Census)	Idaho State Journal (e ex Sat.) 11,934 Sunday edition (S) 11,748	.12 .12	Flat Flat	(I) (AP) (UP) (10¢, 15¢S, $1.75mo) (Gilman, Nicoll & Ruthman)	Tribune-Journal Co. Inc. Hugh Wagnon, Pub. (Scripps League)	G. Nicholas Ifft (e) .... Stewart Thorbahn (me) David Bowers (ce)	Lyle Olson (sp) ..... Joy Morrison (we).....	Hugh Wagnon (gm) ..... Ralph R. Beers (bm) ..... Carl Felder (cm)	Floyd J. Eckert (ad) .... Alvin H. Ricken (ram).. Billie Berry (cam).....	Gene Botterbusch (ms)
TWIN FALLS 17,600 18,617-ABC-CZ 20,995-ABC-Par 15	Times-News, 130 2nd St., W., Tel.: 38 (d ex Sat.) 19,634 Sunday edition (S) 19,779	.12 .12	Flat Flat	(I-R) (AP, UP) (5¢, 5¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Times-News Pub. Co., partnership R. S. Tofflemire and Emil Bordewick, Co-owners	R. S. Tofflemire (eep-e) Lowell Dick (me) Fay Laley (ce)	Larry Hovey (sp) Mildred Young (we)	Al Westergren (off mgr) Emil Bordewick (bm) Al Westergren (cm)	C. E. Ebdy (ad)..... Ronald Taylor (cam)	Cecil R. Cox (ms)
WALLACE 3,140 10,873-ABC-CZ	North Idaho Press (e) 3,221	.06	Flat	(I) (AP, UP) (J) (7¢, $1.25mo) (West-Holliday, Inc.)	North Idaho Pub. Co. .. W. S. Grant, Pub.	W. S. Grant-E (ce)	Ellen Specht (we).	George Grant (bm) ..... Dolores Grant (cm).....	George Grant (ram)..... Joyce Campbell (cam)..	Harold Brock (ms)

ILLINOIS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALTON 32,550 77,456-ABC-CZ	Telegraph, Tel.: 3-6641 (e) 31,096	.17	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Alton Telegraph Ptg. Co. Paul B. Cousley, Pres.-Pub.	Paul B. Cousley (e-me) J. J. Dromgoole (eep-ce)	F. C. Norton (ne) ..... S. Filippone (sp) Margaret Visioni (we)	Paul B. Cousley (gm) ..... Henry McAdams (bm) C. F. Norton (cm)	William H. Bierbaum (ram) L. J. Payne (mga) R. A. Cousley (cam)	Ellsworth Bailey (prod. supt.)
AURORA 50,576 56,742 (Spec. '56 Census) 61,603-ABC-CZ	Beacon-News, 101 So. River St., Tel.: 7-4241 (e) 29,765 Sunday edition (S) 31,075 *.465 in combination with Elgin Courier-News and Joliet Herald-News.	.19 .19	Flat Flat	(R) (AP, Copley News Service) (5¢, 10¢S, 40¢w-d&S) (West-Holliday Co., Inc.)	Copley Press, Inc., Aurora B-N Div. A. W. Shipton, Pres. Wm. M. Hart, Pub.	Wm. M. Hart (e) . . Lewis S. Mrkvicka (me) Robert Budler (ce)	Ralph Hubley (ne) . . . . . Robert Budler (Su) R. Dale Lancaster (sp) Ednah E. Baker (we)	William M. Hart (gm)..... Wm. C. Buckberg (cm) Wm. B. Chawgo (com)	Frank L. Lee (cam)..... Al Gerbin (ad)	John N. Rausch (ms)
BEARDSTOWN 6,080	Illinoian-Star, 112-114 E. Main, Tel.: 9 & 10 (e) 2,800	.045	Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives)	L. G. Schaeffer Pub. Co.	Mrs. Vivian Rodgers (eep-ce) Helen M. Schaeffer (me)	Mrs. Vivian Rodgers ... (ne) Wm. H. Rodgers (sp) Helen M. Schaeffer (we)	Mrs. L. G. Schaeffer (gm) Helen M. Schaeffer (bm) Mrs. Vivian Rodgers (cm)	Mrs. L. G. Schaeffer (ad-mga-ram-cam)	Mrs. L. G. Schaeffer (pm-apm) J. O. Adkinson (ms)
BELLEVILLE 32,721 36,375-ABC-CZ 40,926-ABC Par. 15	Advocate (e) 12,533 News-Democrat, 120 South Illinois St., Tel.: Ad 4-1000 (e) 13,358	.09 .09	Flat Flat	(I-R) (AP) (5¢, 30¢w) (Allen-Klapp Co.) (I-D) (UP) (5¢, 30¢ w) (Burke, Kuipers & Mahoney, Inc.)	Advocate Ptg. Co..... Cyril A. Arnold, Pres. Belleville News-Democrat Robert L. Kern, Pub.	Al. R. Schmidt (eep-ce) Cyril A. Arnold (me) Richard P. Kern (eep) Robt. L. Kern (me) Joseph W. Adam (ce)	Leslie S. Crow (ne) ..... G. W. Killinger (sp) Yvonne T. Arnold (we) Joe Wilson (sp) .. . . Mrs. Robert L. Kern (we)	Anna L. Stolle (gm)..... Cyril A. Arnold (bm) Erwin Werner (cm) Fred J. Kern (gm)..... Mrs. Elsie A. Kern (bm) F. L Etling (cm)	Cyril A. Arnold (ad).... Alfred G. Henninger (mga) Phil Fornoff (ram) Mrs. Mildred Voelkel (cam) Walter Merz (mga).....	Wilbert J. Yocks (ms) .....
BELVIDERE 9,422 10,000-CZ loc. est.	Republican, 112 Pleasant, Tel.: 2101 (e) 4,553	.07	Flat	(R) (AP)(5¢, 30¢w) (Inland Newspaper Representatives)	Frank T. Moran & Co. Fred W. Shappert, Jr., Pub.	James Marchewka (eep-e-me-ce)	David Manthey (ne)..... Arlo Jacobson (sp) Dorothy Coombes (we)	Fred W. Shapper, Jr. ..... (gm) Burt A. Ashens (bm)	Burt A. Ashens ..... (ad-ram-mga) Louise Hart (cam)	Burt A. Ashens (pm-ms)
BENTON 7,848	News, 113 E. Church St., Tel.: 8-5611 or 8-3211 (e) 5,025	.06	Flat	(I) (AP) (J) (5¢, 25¢w, $1.00mo) (Inland Newspaper Representatives, Inc.)	Benton Eve. News Co., Steve Choisser, Pres.	James Choisser (eep-e-me-ce)	James Choisser (ne-sp) Edna Choisser (we)	Steve Choisser (gm-bm-cm)	Dan Malkovich (ad-mga) Edna Choisser (cam) Elizabeth Heinemeier (com)	Steve Choisser (pm) Dan Malkovich (apm) Arnold Frier (ms)
BLOOMINGTON-NORMAL 34,163 Bloomington 11,528 Normal 48,867-ABC-CZ	Pantagraph, 301 West Washington St., Tel.: 4-3041 (e) 38,710 Sunday edition (S) 34,461	.19 .19	Flat Flat	(I) (AP, UP) (10¢, 15¢ S, 40¢w-d&S) (Gilman, Nicoll & Ruthman)	Daily Pantagraph, Inc. Loring C. Merwin, Pres.-Pub.	H. C. Tate (eep-e)..... Chas. J. Driver (me) Harold Liston (ce)	William Diesel (ne)..... Charles J. Driver (Su) Fred Young (sp) Lolita Driver (we)	Davis V. Merwin (bm)..... Willard P. Horsman (cm)	Arthur D. Feicke (ad) .. Fred Larey (cam)	Dale Laskowski (pm) Russell B. Miller (ms)
CAIRO 12,123 12,123-ABC-CZ	Citizen 709-713 Washington Ave., Tel.: 88 & 89 (e) 7,478	.08	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	The Citizen Co..... Mrs. John C. Fisher, Pres. Victor Honey (asst. to mgr)	Mrs. John C. Fisher (e)	Ray Owen (sp)..... .... Pruden Malone (we)	Mrs. John C. Fisher (gm-bm) Lloyd Reed (cm)	Earl L. Jewell (ad-mga) Lucy Champion (cam) Jerry Taylor (ram)	Earl L. Jewell (apm) Roy White (ms)

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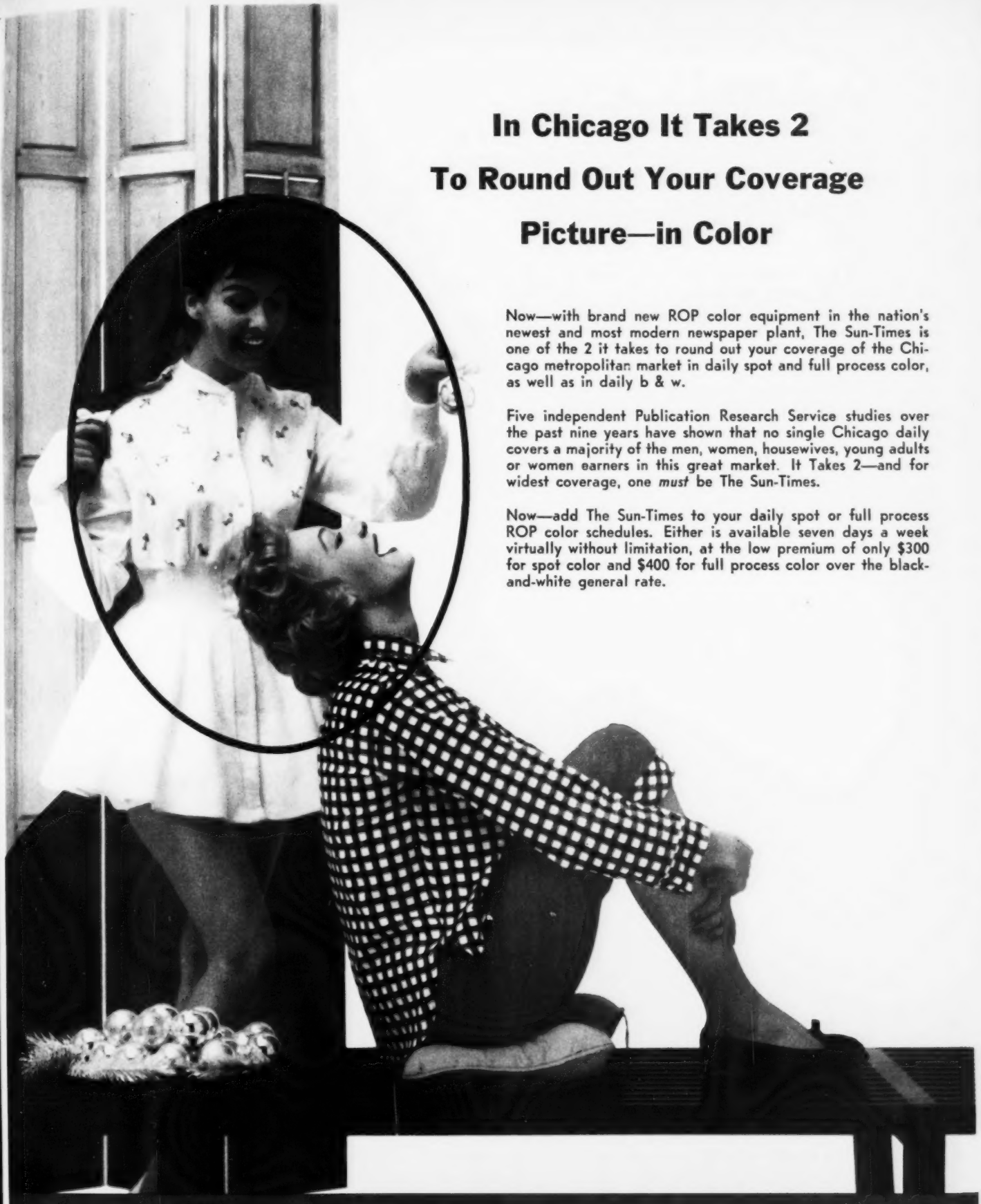

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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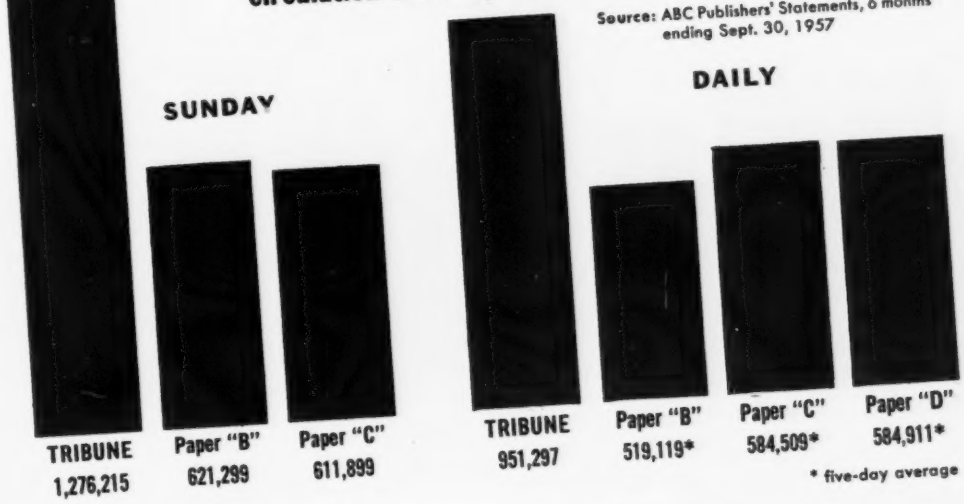
CANTON 11,927 13,248-ABC-CZ	Ledger (e) 9,540	.08	Flat	(R) (AP) (J) (5¢, 30¢w) (West-Holliday Co., Inc.)	Canton Daily Ledger Co. H. B. Winsor, Pres.-Pub.	C. L. Fetterer (e) James A. Murphy (me) Dave Watters (ce)	James A. Murphy (sp) Doris Thomson (we)	C. L. Fetterer (gm) John W. Dewey (bm) Lucile Mills (cm)	Claude Moore, Jr. (ram) Billy Sepich (cam)	John Dewey (pm) Harold Reed (ms)
CARBONDALE-HERRIN-MURPHYSBORO 12,483 Carbondale-ABC-CZ 10,590 Herrin-ABC-CZ 10,471 Murphysboro-ABC-CZ	Southern Illinoisan, 227 W. Main, Tel.: 1600 (e ex Sat.) 20,505	.12	Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w) (Allen-Klapp Co.)	Southern Illinois Publications, Inc. F. M. Lindsay, Pres. Edward Lindsay, Pub.	Wm. Boyne (me) Tony Stevens (Murphysboro-ce)	Merle Jones (sp)	W. A. Dougherty (gm) Lynn Lawwill (Herrin-bm) Jack Brundage (Murphysboro-bm) Paul Freischlag (cm)	Marie Franklin (mga) Ed L. Randolph (cam)	
	(S) 20,466	.12	Flat							
CARMI 5,574 6,325 (Sp. census)	Times, 323 East Main, Tel.: 476-7 (e ex Sat.) 5,734	.07	Flat	(I) (UP) (J) (5¢, 25¢w) (none)	Carmi Times Publishing Co., Inc. Roy Clippinger, Pres.	Roy Clippinger (e)	Roy O'Neal (sp) Marie Bassimer (we)	Roy Clippinger (gm)	Robert L. Summar (mga) Velda T. Clippinger (cam)	John O. Hancock (ms)
CASEY 2,734 2,734	Reporter (e ex Sat.) 1,809	.035	Flat	(I) (J) (3¢, 15¢w) (none)	H. L. Hamilton, Pub.	H. L. Hamilton (e)	J. E. Cross (ne)			
CENTRALIA-CENTRAL CITY—WAMAC 13,863 Centralia 1,231 Central City 1,429 Wamac 18,994-ABC-CZ	Sentinel, 242 E. Broadway, Tel.: 7533 (e) 12,774	.09	Flat	(I-R) (AP) (J) (5¢ 30¢w) (none)	Joy Publishing Co. Verne E. Joy, Pres.-Pub.	Verne E. Joy (e) C. A. Frazer (me) Thomas Cole (ce)	Alden J. Perrine (ne-sp) Opal Loucks (we)	Verne E. Joy (gm) H. B. Mapes (bm) Orval Boswell (cm) James Fettgatter (com)	Niel Puffer (cam) W. Joy (mga)	John Price (ms)
CHAMPAIGN-URBANA 39,563 Champaign 22,834 Urbana 69,546-ABC-CZ	Courier, 110 W. University, Tel.: 7-5461 (e) 29,946	.12*	Flat	(I) (AP) (5¢, 10¢, 20¢ w) (Jann & Kelley)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	R. W. Sink (e) Stanley Slusher (ce)	Scott Tyler (ne) Bert Bertine (sp) Jane Neville (we)	Byron C. Vedder (gm) R. J. Tibbetts (cm)	William Bernard (mga) R. C. Baker (ram) Gerald Putjenter (cam)	
	Sunday edition (S) 30,316	.12*	Flat							
	*.36 in Central Illinois Group in combination with Decation Herald & Review.									
	News-Gazette (e) 29,311	.12	Flat	(I-R) (AP, UP, INS) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Champaign News-Gazette, Inc. Helen M. Stevick, Pres. & Pub. Marajen S. Chinigo, V.P.	W. S. Hansen (e) W. J. Schmetzle (ce)	Ed Borman (ne) T. O. White (se) Grace Underwood (we)	S. P. Hundley (gm) L. A. Lovingfoss (com)	L. J. Bullock (ad) R. E. Riggins (cam)	
	Sunday edition (S) 30,119	.12	Flat							
CHARLESTON 9,164	Courier (e) 3,704	.05	Flat	(I-D) (UP) (J) (7¢, 30¢ w) (Johnson, Kent, Gavin & Sinding)	Courier Publishing Co. Benjamin Weir, Pub.	Harry Read (ce)	Mrs. Florence Lacey (we)		Benj. Weir (ad)	
	News, 500 Monroe, Tel.: DI 5-3322 (m ex Mon.) 1,000	.05	Flat	(I-D) (J) (AP)	John B. Rardin Pub.	Jack A. Rardin (e-me)		John B. Rardin (gm)		
CHICAGO 3,620,962 3,684,491-ABC-CZ	The Chicago American, 326 W. Madison, Zone 6, Tel.: ANdover 3-1234 (e ex Sat.) 519,119	1.40	1.20	(I) (AP, INS, NANA) (7¢, 7¢Sat., 20¢S, 65¢w-d&S, 45¢w-d) (Hearst-Advertising Service—John W. Andrews, Jr., Local head)	Chicago American Publishing Co. Stuart List, Pub.	Edward P. Doyle (ex-e) H. F. Reutlinger (me) Paul Evenstad (asst. me) John Madigan (asst. me-natl. e) Wesley Hartzel (ce) Raymond Knotts (eep)	P. I. Evenstad (ne) Jere Hagen (Su) Leo Fischer (sp) D. H. DeMichaels (we)	J. F. La Favre (asst. bm) Donald J. Walsh (bm) George Howell (cm)	P. J. Morrison (ad) J. R. Mutti (mga) W. L. Amann (ram) Jack Sacks (cam)	R. L. Seidner (rd) G. B. Frank (apm) Emil Garber (cpm) T. L. Merrill (ms)
	Saturday edition (Sat.) 466,532	1.40	1.20							
	Sunday edition (S) 621,299	1.65*	1.45*							
	*1.75 and 1.55 including predate circulation.									
	Calumet (17), 9120 S. Baltimore Ave., Tel.: Essex 5-2000 (e ex Sat.) 10,552	.14	Flat	(I) (J) (5¢, 30¢c, $1.30mo) (none)	Calumet Pub. Co. Norris J. Nelson (Pres. & Pub.)	Robert L. Nelson (e) Edward Dunne (me)	Genevieve Harris (we)	Norris J. Nelson (gm)	William Jamison (ad)	John J. Hill (ms)
	(Sat.) 10,167	.14	Flat							
	Daily Defender (Negro), 3435 Indiana, Zone 16, Tel.: Calumet 5-5656 (New daily) 22,283	.25	Flat	(I) (ANP, INS) (Defender Publications)	R. S. Abbott Pub. Co. J. H. Sengstacke, Pres.-Pub.	L. E. Martin (e) E. P. Waters (me) Lee Blackwell (ce)	E. P. Waters (ne) R. J. Cowans (sp) Marion Campfield (we)	W. W. Scott (bm) William Sutton (cm) Charles Davis (ad) Whittier Sengstacke (cam)	Whittier Sengstacke	William Sutton (pm) F. D. Sengstacke (ms)
	Weekend edition (Fri.) 69,903	.35	Flat							
	News, Zone 6, Tel.: DEarborn 2-1111 (e ex Sat.) 584,911	1.45	1.20	(I) (AP, CDN, UP, DJ) (*Sat.) (7¢, 12¢Sat., 50¢w, $2.10mo) Wilbur L. Arthur (N. Y.), John H. Baker, Jr. (Detroit), Story, Brooks & Finley, Inc. (Pacific Coast Southern States)	The Chicago Daily News, Inc. John S. Knight, Pres.-Pub.	John S. Knight (e) Basil L. Walters (exec. ed) A. T. Burch (asso. ed) E. C. Norlander (me) Clem Lane (ce)	Edw. D. Akers (ne) John P. Carmichael (sp) Marriott S. Taylor (we)	Arthur E. Hall (gm) Kenneth Johnston (cm) Carl Sanderson (com)	L. F. Biedermann (mga) Budd Gore (ram) Leroy Tabbert (cam)	Arthur C. Youngberg (pm) W. R. Coddington (ms)
	Saturday edition (Sat.) 569,249	1.45	1.20							
	Sun-Times, Sun Times Plaza, Zone 11, Tel.: WH 3-3000 (M ex Sat.) 584,509	1.50*	1.26	(I) (AP, DJ, UP, NYHT) (*S) (7¢, 20¢ S, 45¢w-d, 68¢w-d&S, $1.90mo-d, $2.90 mo-d&S) (Own Office (New York) Sawyer-Ferguson-Walker Co. (Atlanta, Detroit, Philadelphia, San Francisco, Seattle, Los Angeles), Hal Winter Co. (Florida).	Field Enterprises, Inc. Newspaper Div. Marshall Field, Jr., Pres.-Pub.	Robert E. Kennedy (eep) Marshall Field, Jr. (e) Milburn P. Akers (exec. ed.) L. S. Fanning (asst. exec. ed.) Karin Walsh (ce)	Lawrence Buttenwieser, Wm. Mueller, & Cliff Harris (ne) Richard Hackenberg (sp) Helen Wells (we) Paul Ferris (Su)	Russ Stewart (gm) W. C. Munnecke (bm) Louis L. Spear (cir. dir.) J. M. Lorrigan (cm) Leo R. Newcombe (com)	Laurence T. Knott (ad) Gabe Joseph (adv.mgr.) D. A. Preston (mga) Paul J. Hassett (ram) Leland F. Forrest (cam)	M. G. Barker (pm) Hy Shannon (ms)
	Saturday edition (Sat.) 490,013	1.50*	1.26							
	Sunday edition (Sun.) 611,899	1.50*	1.26							
	*Full Page Rate $1,440.00—$1,350.00.									
	Tribune, 435 N. Michigan Ave., Zone 11, Tel.: Sup 7-0100 (m) 951,297	2.10	1.68	(I-R) (AP, RN, CT-NYN, NYT) (*S) (5¢, 7¢Sat., 20¢S, $1.60 mo-d) R. C. Tower (Western) E. P. Struhsacker (New York), W. E. Bates (Detroit), Fitzpatrick Assoc. (San Francisco and Los Angeles).	The Tribune Co. Chesser M. Campbell, Pres.-Pub. Frederick A. Nichols, Asst. to the Pub.	Leon Stolz (eep) W. D. Maxwell (e-me) Thomas R. Furlong (ce) Stewart D. Owen (Asst. me)	W. Abbey (ne) A. M. Kennedy (Su) Wilfrid Smith (sp)	J. Howard Wood (gm) C. E. McKittrick (bm) Chas. A. Corcoran (cm) J. A. Cotey (com)	Walter C. Kurz (ad) A. W. Drier (mga) Paul Fulton (ram) A. E. Rozene (cam) A. B. Olsen (cdam)	P. Martineau (rd) W. J. Byrnes (pm) Harold F. Grumhaus (ms)
	Sunday edition (S) 1,276,215	2.85	2.28							
	Wall Street Journal, 711 W. Monroe St., Zone 6, Tel.: State 2-9400 Midwest Edition (m ex Sat.) 152,826	1.50	1.25	(I) (AP, UP, RN, DJ) (10¢, $20yr.) (Own Office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e) Robert Bottorff (exec. e) John A. McWethy (me)		Buren H. McCormack (bm) Geo. J. Delaney (circ. sales mgr.) Robert Wilson (circ. service mgr.) T. F. Mowle (com)	T. E. Callis (ad) Frank Griswold (mga) A. D. Hanley (cam)	John J. McCarthy (natl. prod. mgr.) Alexis R. Shuman (prod. mgr.)
CLINTON 5,945	Journal-Public, Tel.: 123 (e) 3,145	.05	Flat	(I) (UP) (J) (5¢, 20¢w, (Inland Newspaper Representatives, Inc.)	Journal Ptg. Co. Margaret Peltz, Pub.	Margaret Peltz (eep-e) Helen Craven (me)		Ralph Karr (gm-bm)	Ralph Karr (ad)	

Do you have the Chicago picture straight?

Daily and Sunday, the Chicago Tribune has far greater circulation than any other Chicago newspaper.

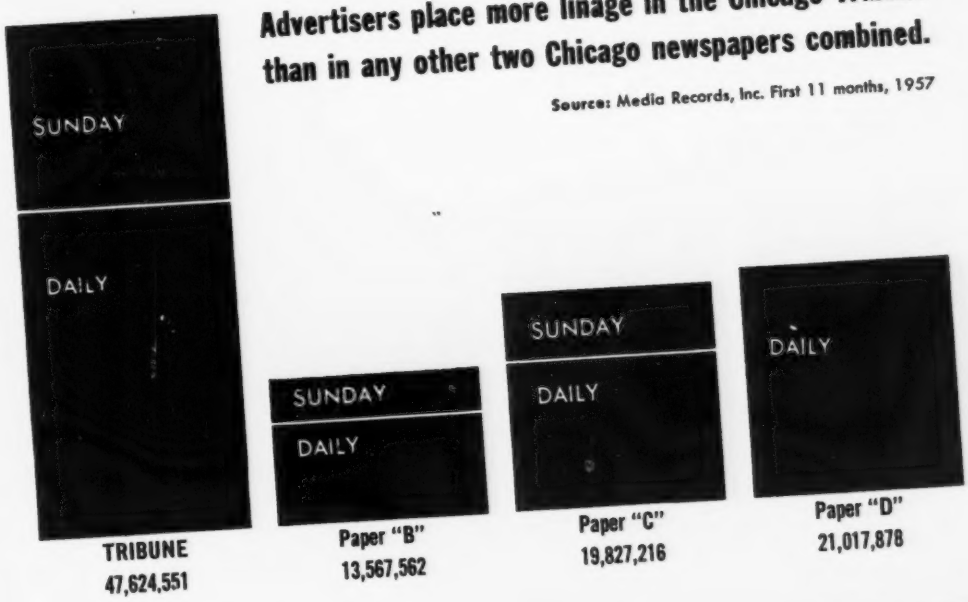
Source: ABC Publishers' Statements, 6 months ending Sept. 30, 1957



* five-day average

Advertisers place more linage in the Chicago Tribune than in any other two Chicago newspapers combined.

Source: Media Records, Inc. First 11 months, 1957



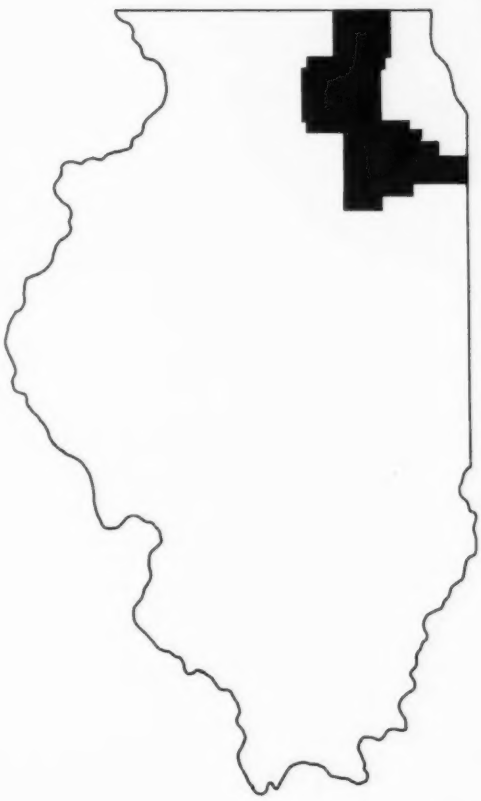
Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DANVILLE 37,864 53,427-ABC-CZ	Commercial-News, 17-19 W. North St., Tel.: 1000 (e ex Sat.) 34,665 Saturday edition (e ex Sat.) 29,360 Sunday edition (S) 34,905	.16 .16 .16	Flat Flat Flat	(I-R) (AP, CT-NYN) (*S) (5¢, 10¢S, 40¢ w-d&S) (J. P. McKinney & Son)	Northwestern Pub. Co. Frank Tripp, Pres. Robert J. Burow, Secy Cyril Williams, Treas.	Martin Gagie (e) George Burow (me) Robert B. Wright (ce)	Joe Townsley (ne) Frank M. Williams (Su) Marie Hutton (we)	Robert J. Burow (gm) John A. Funk (cm)	James Graham (mga) John Pittman (ram) Frank Harris (cam)	James Graham (pm)
DECATUR 66,269 80,458-ABC-CZ	Herald, 365 N. Main, Tel.: 5151 (m) 35,307 Review (e) 30,618 Combined daily (me) 65,925 Herald-Review (S) 55,038	.... .29* .29*	.... Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w, 40¢w-d&S, 70¢w-me&S) (Jann & Kelley, Inc.)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	O. R. Kyle (eep-R) David Felts (eep-H) B. F. Engleman (exec e-H-R) R. C. O'Neal (me-H-R) Don Roberts (ce-H) E. F. Cole (ce-R)	E. C. Peterson (ne-H) R. D. Merris (ne-R) Howard V. Millard (sp-R) F. R. Kyle (sp-H) Mildred Sutherd (we)	R. C. Schaub (gm) B. E. Wright (bm) C. E. Hundley (cm)	E. T. Crawford (ad) H. W. Barth (mga) E. O. McCann(cam)	
*.36 in Central Illinois Group in combination with Champaign-Urbana Courier										
DE KALB 11,708 14,965 (Spec. U.S. '55 Census) 14,645 ABC-CZ	Chronicle (e). 11,106	.10	Flat	(R) (UP) (5¢, 30¢w, $1.20mo) (Ill. Daily Newspaper Markets)	DeKalb Chronicle Pub. Co. C. Edward Raymond, Pres.	Robert F. Greenaway (e)	C. Edw. Raymond (ne)	Charles F. Raymond (bm) Jack W. Wilson (cm)	G. E. Dellinger (mga)	
DIXON 11,523 18,851 (Spec. '57 Census) 12,777-ABC-CZ 20,105 '57 CZ	Telegraph (e) 9,402	.085	Flat	(R) (AP) (J) (6¢, 35¢w)	B. F. Shaw Ptg. Co. Geo. B. Shaw, Co-pub. & Pres. Ben T. Shaw, Co-pub. Robt. E. Shaw, Co-pub.	George B. Shaw (e) Roger Thompson	Dave Nightingale (sp) Beverly Strouss (we)	Robert E. Shaw (gm) Arnold V. Lund (bm) Ed Jankowski (cm) James Donnellan (com)	Roy H. Morton (ad) Roy H. Morton (cam)	
DU QUOIN - PINCKNEYVILLE 10,446 7,147—Du Quoin 3,229—Pinckneyville	Call, 9 N. Division St., Tel.: Linden 2-2133 (e) 5,979	.06	Flat	(I-R) (UP, INS) (J) (5¢, 25¢w) (Julius Mathews Special Agency Inc.)	Call Pub. Co.	Virgil Bishop (ce)		E. E. Weinberg (bm)	Herman Yehling (ad)	
EAST ST. LOUIS 82,295 116,225-ABC-CZ	Journal, 425-35 Missouri Ave., Tel.: UPton 4-2500 (e ex Sat.) 32,133 Sunday edition (S) 34,117	.18 .18	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S) (Jann & Kelley, Inc.)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	G. Thomas Duffy (e) R. W. Gisinger (ne) Ruben Yelvington (ce)	Ellis Veech (sp) Charlotte Edmonds (we)	P. H. Wire (gm) E. Kenneth Woods (bm) Glen Claussen (cm)	Edwin Backs (ad) Mel Stonecipher (cam)	
EDWARDSVILLE 6,776	Intelligencer (e) 6,447	.075	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Intelligencer Pub. Co. Gilbert S. Giese, Pres.-Pub.	Everett L. Myers (e)		Oscar Ochs (gm)	Joseph F. Rotter (mga)	
EFFINGHAM 6,892 8,265-ABC-CZ	News, 108 N. Banker, Tel.: 307 (e) 6,797	.07	Flat	(I) (UP) (J) (5¢, 30¢w)	The Effingham Daily News Co. Joseph E. McNaughton, Pres.	F. F. McNaughton (eep)	Franklin Dooling (ne-sp) Elna Jackson (we)	Don R. Hancock (gm-bm)	Don R. Hancock (ad-mga) Carl Thoele (ram) Judy Cutts (cam)	Wm. D. McNaughton (pm) Albert Paugh (ms)
ELDORADO 4,500	Journal, 1200 Locust, Tel.: BR 7606 (e) 3,827	.05	Flat	(I) (INS) (3¢, 15¢w) (Inland Newspaper Representatives)	Eldorado Daily Journal K. R. Trigg, Pres.-Pub.	K. R. Trigg (e-me) Wm. Sirles (ce)	Wm. Sirles (ne-sp) Mary Lou Dodd (we)	K. R. Trigg (gm-bm-cm)	K. R. Trigg (ad-mga-ram-cam)	R. N. Mathis (ms)
ELGIN 48,223 47,472-ABC-CZ	Courier-News, 300 Lake St., Tel.: SHerwood 1-1800 (e) 22,180	.17*	Flat	(I-R) (AP, CNS) (6¢, 35¢w) (West-Holliday Co., Inc.)	Copley Press, Inc. C. Raymond Long, Pub.	C. Raymond Long (e) John Eshelman (ce)	Harold Lagerstrom (sp)	C. Raymond Long (gm) Howard Jones (cm)	S. G. Chambers (ad) Kendall White (mga) Donald Hopp (ram)	Alex Clark (ms)
*.465 in combination with Aurora Beacon-News and Joliet Herald-News.										
FLORA 5,255	News-Record, Box 30, 105 W. North Ave., Tel.: NO 2-5151, 2-6161 (e ex Sat.) 3,492	.045	Flat	(I-R) (UP) (J) (7¢, 75¢mo) (Inland Newspaper Representatives)	Record Pub. Co., Inc. G. Earl Wood, Pres.	G. Earl Wood (me) Pauline Colborn (ce)	G. Earl Wood (sp) Jean Tolliver (we)	Pauline Colborn (cm)	Clyde Johnson (mga) G. Earl Wood (ram) Pauline Colborn (cam)	G. Earl Wood (ms)
FREEPORT 22,467 25,601 (Census 1957) 25,192-ABC-CZ 28,000 '58 Est.	Journal Standard (e) 17,456	.105	Flat	(I) (AP) (6¢, 35¢w) (Allen-Klapp Co.)	Freeport Journal-Standard Pub. Company Donald L. Breed, Pres.-Pub.	Donald L. Breed (eep-e) Ford Fuller (me-ce)	Ford N. Fuller (ne) M. Douglas Grant (sp) Olga G. Carlile (we)	Francis I. Heinen (bm) M. D. Gravenstein (cm)	Charles W. Taylor (ad-mga) Frank Krehl (ram) Ralph O. Morrow (cam)	Frank Krehl (apm) Don Benedict (ms)
GALESBURG 31,425 33,041-ABC-CZ	Register-Mail, 154 E. Simmons St., Tel.: 4455 (e) 23,177	.12	Flat	(R) (AP, UP) (J) (5¢, 30¢w) (Ward-Griffith Co., Inc.)	Galesburg P. & P. Co. Wm. C. Pritchard, Pub.	Charles M. Morrow (e) Henry Clay (me)	James Swickard (sp) Isabelle Jennings (we)	Wm. C. Pritchard (gm) Wm. C. Pritchard (bm) H. E. Young (cm)	F. S. Hinman (ad-mga) Phil Gustafson (ram)	H. J. Lowe (ms)
HARRISBURG 10,999 11,475-ABC-CZ	Register, 35 South Vine, Tel.: CL 3-7146 (e) 6,532	.06	Flat	(I) (UP) (J) (6¢, 30¢w) (none)	Register Pub. Co. Mrs. Roy L. Seright, Pres.	Curtis G. Small (e)	Arthur M. Debes (ne)	Curtis G. Small (gm) Herman Barnett, Jr., (cm)	Joe M. Jackson (ad-ram) John R. Small (mga) Alta Porter (cam)	Wm. S. Epperheimer (ms)
HERRIN	Southern Illinoisan. See Carbondale listing.									
HOOPESTON 5,992	Chronicle-Herald, 208 1st Ave., Tel.: 1, 2 or 3 (e ex Sat.) 3,040	.06	Flat	(I) (INS) (J) (5¢, 25¢w) (Bogner & Martin)	Mills Publications, Inc. Frank R. Mills, Pres.-Pub.	James Sedgwick (eep-e-me-ce)	James Sedgwick (me) Florence Curry (we)	Thomas E. Mills (gm) Gloria Reynolds (cm)	Wayne Gossett (ad-mga-ram)	Frank R. Mills (pm) Wayne Gossett (apm) Richard Thomas (ms)
JACKSONVILLE 20,387 21,552-ABC-CZ	Journal (m ex Mon.) 7,422 Courier (e ex Sat.) 6,205 Combined daily (me) 13,627 Journal & Courier (S) 13,541	.... .09 .09	.... Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w) (none)	Journal Courier Co. W. A. Fay, Pres.-Pub.	W. L. Fay (eep) B. B. Ridgway (e)	C. Tendick (Su) Stan Spotts (sp) D. Maes (we)	R. A. Fay (bm) C. E. Eighinger (cm)	R. A. Fay (ad-mga) M. L. Hempel (ram) F. Sparger (cam)	Carl Newport (ms)
JOLIET 60,531 (Spec. Census '57) 85,086-ABC-CZ	Herald-News, 78 N. Scott Street. Tel.: 6-6161 (e) 33,727 Sunday edition (S) 34,500	.20* .20*	Flat Flat	(I-R) (AP, CNS) (10¢, 20¢S, 40¢w-d&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. John F. Lux, Pub.	John F. Lux (eep-e) C. D. Albrecht (me) Robert Laraway (ce)	Donald P. Merwin (sp) Ann Nelson (we)	John F. Lux (gm) J. Raymond Hennessy (cm) Hugh M. Kleckner (com)	Wilfred P. Burns (ad) Ray M. Howk (mga) W. F. Blackburn (cam) Geo. F. Mahoney (ram)	John P. Hancock (apm)
*.465 in combination with Aurora Beacon-News and Elgin Courier-News.										
KANKAKEE 25,856 42,649-ABC-CZ	Journal (e) 24,980 Sunday edition (S) 25,318	.14 .14	Flat Flat	(I-R) (AP, UP) (6¢, 15¢S) (West-Holliday Co., Inc.)	Kankakee Daily Journal Co. Burrill L. Small and Len H. Small, co-publishers	Burrill L. Small and Len H. Small, co-editors Ed Shipley (me) Maynard Beushansen (ce)	Herbert Jannusch (sp)	Bruce Brown (gm) A. G. Janssen (bm) Lee Messinger (cm)	Oliver Johnson (ram) James Greenwood (cam)	Vern Bradley (ms)
KEWANEE 16,821 16,821-ABC-CZ	Star-Courier, 105 E. Central Blvd., Tel.: 2181 (e) 12,865	.10	Flat	(R) (AP) (J) (5¢, 35¢w) (Jann & Kelley, Inc.)	Star-Courier Co. P. D. Adler, Pres. H. L. Nelson, Pub. E. F. Anson, Assoc. Pub.	Chris R. Ketridge (e G. G. Moriarity (me James M. Rawlings (ce)	Charles F. Keefer (sp) Miss Norma Blewett (we)	E. F. Anson (bm) K. L. Buckley (cm)	Joseph T. Miller (ad-mga-ram) Lillian Berlin (cam)	E. P. Fuller (ms)

WRAP UP THIS NORTHERN ILLINOIS MARKET



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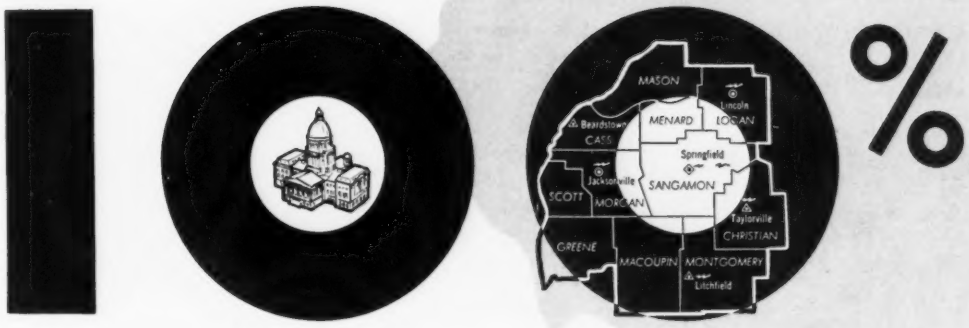
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LA SALLE-PERU-OGLESBY 12,083 La Salle 8,653 Peru 3,922 Oglesby 25,130-ABC-CZ	News Tribune (e)	(AC) 15,195 .12	Flat (R) (AP) (7¢, 35¢w) (West-Holliday Co., Inc.)	Daily Post Co. Peter Miller, Pres.-Pub.	F. C. Miller (e) Floyd Esche (me) Ralph Schmarsow (ce)	Frank Metzinger (sp) Ethel Knauf (we-LaSalle) Clara Morrow (we-Peru)	F. C. Miller (gm) Roy F. Vecchio (cm)	R. L. McAllister (ad-mga-ram) Leonard Dooley (cam)	John Barron (ms)
LAWRENCEVILLE 6,328	Record (e)	3,825 .05	Flat (I-R) (UP) (J) (5¢, 20¢w) (none)	Lawrenceville Pub. Co. George C. Armstrong, Estate	Winifred Keen Armstrong (me) H. D. DuFloth (ce)	Sharon Borden (sp) Marilyn Wagner (we)	Winifred K. Armstrong (bm) Betty Grundon (cm)	Dallas W. Blacker (am) Betty Grundon (cam)	Dallas W. Blacker (pm) C. L. Reynolds (ms)
LINCOLN 14,362 16,370 '56 sp. cen. 16,345 '58 Est.	Courier, McLean & Pulaski Sts., Tel.: 200 (e)	(AC) 7,559 .07	Flat (I) (AP) (J) (7¢, 30¢w) (none)	Courier-Herald Co., Inc. Mrs. Allyne V. Nugent, Pres.-Co-Pub. John L. Nugent, Treas.-Co-Pub.	Allyne V. Nugent (e) Ken Goodrich (me) Bob Liter (ce)	John Swingle (sp) Mabel Musick (we)	John L. Nugent (gm) Orville E. Werth (cm)	L. M. Wertheim (mga) David W. Emery (ram) Wm. Sparling (cam)	Allyne V. Nugent (pm)
LITCHFIELD 7,208	News-Herald, 112 E. Ryder, Tel.: 670 (e)	4,983 .07	Flat (I-D) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	News-Herald Co. Frank P. Hanafin, Pub.	John P. Hanafin (e-me-ce)	John P. Hanafin (ne) David Sawyer (sp) Maisie E. O'Brien (we)	Chas. Peterson (cm)	J. Marvin Larkin (ad-mga-ram) David Jackson (cam)	David Jackson (apm) William Beer (ms)
MACOMB 10,592 10,592-ABC-CZ	Journal (e)	(AC) 10,408 .085	Flat (R) (AP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Journal Ptg. Co. William H. Rudolph Pub.	Lewis A. Randolph (e-me) Paul Carson (ce)	William H. Rudolph, Jr. (ne) Delbert Roberts (sp) Irene Burner (we)	William H. Rudolph (gm-bm) Mabel Frazier (cm)	William Heller (ram)	William Ward (ms)
MARION 10,459	Republican, 111-115 So. Franklin Ave., Tel.: 1000 (e)	4,363 .06	Flat (I-R) (UP) (J) (5¢, 30¢w, $1.25mo.) (Inland Newspaper Representatives, Inc.)	The Republican-Leader, Inc. Oldham Paisley, Pres.-Pub.	Oldham Paisley (eep-e) Homer M. Butler (me-ce)	Don Phillips (sp) Mrs. Myrtle Clark (we)	Oldham Paisley (gm-bm) Calvin Wilson (cm) Floyd Cornwell (cam)	Mrs Audrey Lockhart (ram)	Edwin Soldner (ms)
MARSEILLES 4,514	Press, Main & Lincoln, Tel.: BLack 338 (e)	1,706 .03	Flat (I-R) (INS) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Marseilles Daily Press Pub. Co.	C. I. Dunlap (e)			E. E. Smith (ad)	
MATTOON 17,547 18,628-ABC-CZ	Journal-Gazette, 1711 Charleston, Tel.: ADams 5-5656 (e)	(AC) 9,329 .10	Flat (I) (AP) (7¢, 35¢w) (Allen-Klapp Co.)	Mattoon Journal Co., Inc. Wm. B. Hamel, Pres.-Pub.	Wm. B. Hamel (eep-e) David B. McDonald (me) T. J. McCullough (ce)		Ed Cummings (gm) Kenneth W. Moody (cm)	Ed Cummings (ad) Wm. B. Hamel, Jr, (mga) D. D. Werden (ram)	Walter A. Kemper (ms)
MOLINE-EAST MOLINE 51,310 135,875-ABC-CZ	Dispatch (e)	(AC) 28,085 .30*	Flat (I-R) (AP) (5¢, 35¢w), (Allen-Klapp Co.)	Moline Dispatch Pub. Co. Harry A. Sward, Pres.-Pub.	Jack Sundine (eep-e) Jack W. Thompson (ce)	Jack Thompson (ne) Paul Carlson (sp) Mrs. Nanette Carter (we)	Harry A. Sward (gm) Robert H. Sward (bm) Melvin C. Kappler (cm)	Harold E. Swanson (mga) Clarence L. Lucas (ram) Charles Allardyce (cam)	
	*Rate Includes insertion in Moline Dispatch and Rock Island Argus. Combined (Circulation 54,126). Single paper rate .20 flat.								
MOLINE-EAST MOLINE-ROCK ISLAND 37,397 Moline 48,710 Rock Island 13,913 East Moline 185,875-ABC-CZ	Dispatch and Argus (e)	(AC) 54,126 .30*	Flat (See also Moline, Ill. and Rock Island, Ill. listings.)						
	*Single paper rate .20 flat.								
MONMOUTH 10,193 10,800-ABC-CZ	Review-Atlas, Public Square, Tel.: 42 (e)	(AC) 6,243 .06 .04	Flat (I-R) (AP) (5¢, 30¢w, $1.20mo) (none)	Review-Atlas Ptg. Co. V. L. Moffet, Pub.	L. A. Ryan (e) V. L. Moffet (me) R. B. Eckley (ce)	Phyllis Fusch (we) Jud Jones (se)	V. L. Moffet (gm-bm) Z. Hamberg (cm)	D. R. Moffet (ad-mga-ram-cam)	D. R. Moffet (pm) Victor Moffet (ms)
MORRIS 6,926	Herald (e)	4,806 .065	Flat (R) (AP) (J) (6¢, 35¢w)	Morris Daily Herald Thos. E. West, Pub.	Walter Wolff (ce)	Ronald Webber (sp)			
MOUNT CARMEL 8,732 9,461 Est.	Republican-Register, 117 East 4th, Tel.: 24 (e)	4,453 .06	Flat (I) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Mt. Carmel Register Co. A. M. Richmond, Pres.	Earl L. Allison (e)	Homer H. Murray (ne)	Frank A. Johnson (bm) L. A. Risley (cm)	Frank A. Johnson (mga)	C. C. Malcolm (ms)
MOUNT VERNON 16,897 17,100-ABC-CZ 21,000 Loc. Est.	Register-News (e)	(AC) 10,098 .075	Flat (I) (AP) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Mt. Vernon Register-News Co. Walter Rackaway, Pres.	J. Edwin Rackaway (e-me) Orian Metcalf (ce)	John Rackaway (sp)	C. J. Thompson (gm-bm) John McClure (cm)	C. J. Thompson (ad) Chapman Rackaway (mga) Ruth Thompson (cam)	Chas. J. Thompson (pm) Leslie Shehorn (ms)
MURPHYSBORO	Southern Illinoisan. See Carbondale for newspaper listing.								
OLNEY 8,612	Mail, 206 Whittle Ave., Tel.: 7281 (e)	5,702 .06	Flat (I) (AP) (7¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Olney Daily Mail Pub. Co. M. B. Yount, Pres. Allen Yount, Pub.	Allen Yount (eep-me) Harry Hillis, Jr. (e-ce)	Harry Hillis, Jr. (ne-sp-we)	Allen Yount (gm-bm) M. B. Yount (cm)	John J. Hursta (ad-mga-ram) Norman Boxell (cam)	John J. Hursta (pm-apm) Henry Schackman (ms)
OTTAWA 16,957 19,398-ABC-CZ	Republican-Times, 110 W. Jefferson St., Tel.: 2000 (e)	(AC) 13,225 .11	Flat (R) (AP) (7¢, 35¢w) (Allen-Klapp Co)	Ottawa Publishing Co. Len H. Small, Pres.	Herbert Hames (me) L. S. Clemens (ce)	Ralph Bedner (ne) Harry Quilter (sp) Helen Copeland (we)	Edward J. Kelly (gm) H. L. Hetrick (cm)	Vernon Stark (ad) Charles B. Sapp (mga) Mrs. Hilda Leamy (cam)	Chas. B. Sapp (apm) O. K. Hammitt (ms)
PARIS 9,460	Beacon-News (e)	6,566 .07	Flat (I-R) (UP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Paris Beacon Pub. Co. Mrs. Mary L. Jenison, Pres.-Pub.	E. H. Jenison (eep-e-me)	Grover Hoff (ne) Bud Wittick (sp) Vesta Twyman (we)	P. J. Van Gilder (bm)	P. J. Van Gilder (ad) Ernestine Jenison (mga)	
PAXTON 3,795	Record, 218 N. Market, Tel.: 39 or 16 (e ex Thurs.)	1,200 .032	Flat (R) (J) (4¢, 20¢w) (none)	Stevens Ptg. Co. Herbert N. Stevens, Pres.-Pub.	Herbert N. Stevens (eep-e-me) H. N. Stevens, Jr. (ce)	Herbert Stevens, Jr. (ne)	H. Peter Larson, Jr. (gm-bm) E. R. Donnelly (cm)	H. Peter Larson Jr. (ad-mga-ram) E. R. Donnelly (cam)	Ralph Sanderson (ms)
PEKIN 21,858 25,166 (Spec. U.S. '56 census) 22,937-ABC-CZ 25,976-ABC Par. 15	Times, 22 South Fourth St., Tel.: 6-1111 (e)	(AC) 17,310 .12	Flat (I) (UP) (7¢, 40¢w) (West Holliday Co., Inc.)	(A partnership of Mr. & Mrs. F. F. McNaughton, Wm. D. McNaughton, John T. McNaughton, Joe E. McNaughton and Mrs. Don Soldwedel) Wm. D. McNaughton, Pub.	F. F. McNaughton (e) Perry Stewart (me) Nate Uditsky (ce)	Perry Stewart (ne) Lloyd Armstrong (sp) Irene Quevy (we)	W. Dean McNaughton (gm-cm) Perry Stewart (bm) Paul Ketcham (cm-rural)	Wm. D. McNaughton (ad) Marie Lewis (mga) Chas. Layne (ram) Caroline Kluever (cam)	Wm. D. McNaughton (pm-apm) Roland Weiss (ms) Dick Reid (press room supt.)



COVERAGE of SPRINGFIELD... capital and heart of ILLINOIS

SPRINGFIELD is the capital of Illinois . . .
and the economic capital of a prosperous 11-county market
in the heart of the state. Agriculture, industry, and
Civil Service make this a diversified, *balanced,* market — ideal for product tests.
And the *Illinois State Journal and Register* offer you 100% coverage of Sangamon
County (Springfield) and 60.8% coverage of the entire 11-county trading area.

Illinois State Journal and Register

COPLEY NEWSPAPERS 15 "Hometown" Newspapers covering
Springfield, Illinois — Northern Illinois — Greater Los Angeles — and San Diego, California...
Served by the COPLEY Washington Bureau and the COPLEY News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PEORIA 111,856 154,539-ABC-CZ	Journal Star, War Memorial Dr., Tel.: 8-2411 (m) 35,034 Journal Star (e) 65,260 Comb. daily (me) 100,299 Journal Star (S) 90,814 *Before Discounts.	.....	.....	(I) (AP, UP) (5¢, 20¢S, 50¢w-d&S) (Ward Griffith Co., Inc.)	The Peoria Journal Star, Inc. Carl P. Slane, Ch. of Bd. Henry P. Slane, Pres.-Pub.	Chas. L. Dancey (e) Gomer Bath (eep) M. V. Bosler (exec. ed) Victor Kaspar (eve. me) E. Geo. Magenheimer (Assoc. ed) Robt. Crombie (morn. ce) Tom Driscoll (eve. ce)	Leo Gruba (Su) Kenneth Jones (sp) Sara Haskins (we)	Chas. A. West (bm) D. K. Moeller (pers.) K. W. Carrithers (cm) C. J. Zehr (com)	E. H. Maloney (ad) Orville Summers (mga) Lee Schmitt (ram) E. B. Roberts (cam)	C. S. Mugge (rd) Russel C. Perry (pm) Chas. A. Dancey (ms) F. A. Green (prod. mgr.)
PONTIAC 8,990 8,990-ABC-CZ	Leader (e) 4,811	.065	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Leader Pub. Co., Inc. L. V. Pearre, Pres. Jerome Pearre, Pub.	L. V. Pearre (e) H. E. Harris (me)	James Caviezel (sp) Kay Gourley (we)	Jerome Pearre (bm) Gerald Pagel (cm)	Jerome Pearre (ad) John Piesko (ram)	Howard Claudin (ms)
QUINCY 41,450 46,898-ABC-CZ 50,111-ABC Par. 15	Herald-Whig (e ex Sat.) 32,685 Saturday edition (Sat.) 21,051 Sunday edition (S) 33,147	.16 .16 .16	Flat Flat Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S) (none)	Quincy Newspapers, Inc. F. M. Lindsay, Pres.	A. R. Higgins (eep-e) A. M. Oakley (me) Dave Tuffli (ce)	A. M. Oakley (ne-Su) Fred Gray (sp) Connie Elmore (we)	T. C. Oakley (gm) L. G. Thornhill (cm)	Hal E. Culp (mga-ram) Jeanette Schlinkman (cam)	.....
ROBINSON 6,407	News (e) 6,221	.07	Flat	(I) (UP) (J) (5¢, 20¢w) (none)	Robinson Daily News K. V. Lewis, Pres.-Pub.	K. V. Lewis (eep-e-me) George H. McCarty (ce)	George H. McCarty (ne-sp) Joann Smith (we)	K. V. Lewis (gm-bm) Merle Richards (cm)	Otto A. Willenborg (ad-mga) Dean G. Rankin (ram) Marion Gideon (cam)	Otto A. Willenborg (pm-apm) Moran Keller (ms)
ROCK FALLS	(see Sterling-Rock Falls)									
ROCKFORD-LOVES PARK 92,927 105,438 (Spec. U.S. '52 census) 127,379-ABC-CZ 134,488-ABC Par. 15	Star, 99 E. State St., Tel.: 2-4433 (m ex Mon.) 53,810 Register-Republic (e) 33,322 Combined daily (me) 87,132 Star (S) 70,852 Evening & Sunday (eS) 104,174	.... .34 .... .34	.... Flat .... Flat	(I-R) (AP, INS, UP) (10¢, 20¢S, 35¢ Eve-45¢ Morn-w-d)	Winnebago Newspapers, Inc. E. Kenneth Todd, Pres.-Pub.	John W. Grimes (exec. ed) Rex Karney (me-RR) C. Hjalmar Nelson (me-S) R. C. Monahan (ce-RR) Oliver L. Cremer (ce-S)	Isadora Nelson (Su) Jim Johnston (sp RR) William Walsh (sp.S) Robert Heck (we)	E. Kenneth Todd (gm) Wm. K. Todd (bm) Wm. H. Klusmeier (Cir. Director) Frank J. Nolan (cm) F. C. Christianson (com)	H. H. Honaker (mga) R. G. Lundgren (ram) K. J. Nattrass (cam)	Wm. H. Klusmeier (pm) Earl E. Anderson (ms)
ROCK ISLAND 48,710 49,461 Est.	Argus, 1724 4th Ave., Tel.: 6-6441 (e) 26,041	.30*	Flat	(I) (AP, UP) (5¢, 35¢w) (Allen-Klapp Co.)	The J. W. Potter Co. Marguerite F. Potter, Pres.-Co-Pub. B. H. Potter, Co-Pub.	William V. Kinney (me) Lynn L. Ash (ce)	George R. Smith (ne) Howard W. Hargrave (sp) Fern Davis (we)	Ben H. Potter, Jr. (bm) Donald D. Karr (cm) Robert R. Norwich (com)	Harold E. Swanson (mga) Arthur H. Williams (ram) Bernard F. Marshall (cam)	E. F. Burpee (ms)
	*Rate includes insertion in Rock Island Argus and Moline Dispatch (Combined Circulation 54,126). Single paper rate .20 flat.									
ROCK ISLAND-MOLINE—EAST MOLINE 48,710—Rock Island 37,397—Moline 13,913—East Moline 185,875-ABC-CZ	Argus and Dispatch (e) 54,126	.30*	Flat	(See also Rock Island, Ill., and Moline, Ill. listing.) Single paper rate .20 flat.						
SAVANNA 5,058	Times-Journal, 43 Jefferson St., Tel.: 2251 (e ex Sat.) 1,929	.05	Flat	(I) (J) (5¢, 20¢w) (none)	Clint Youle, Pub.	Paul C. Allen (e-me) Florence Shipley (ce)	Florence Shipley (ne-sp)	Paul C. Allen (gm-bm)	Elsa Collins (ad) Elizabeth Kramer (cam)	James Uphoff (ms)
SHELBYVILLE 4,462	Union, 100 W. Main, Tel.: 183 (e ex Sun.) 3,942*	.06	Flat	(I) (UP) (3¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Union Pub. Co. R. L. Frazier, Pub.	Quentin O. Storm (e) George Frazier (me)	.....	Frances Frazier (bm) George Frazier (mga)	.....	.....
	*Combined with News.									
SPRINGFIELD 81,628 103,715-ABC-CZ	Illinois State Journal, 309-315 South 6th St., Tel.: 4-5711 (m) 49,991 Illinois State Register (e) 23,251 Combined daily (me) 73,242 Journal Register (S) 66,077	.... .29 ..... .29	.... Flat ..... Flat	(R) (D) (AP, INS, CNS, UP) (7¢, 12¢S, 40¢ w-m or e&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. F. S. Haynes, Pub.	F. S. Haynes (eep-e-J) V. Y. Dallman (eep-e-R) Albert Mayer (me-J) Jas. Armstrong (me-R) Robert Harris (ce-J) Robert Woods (ce-R)	Robert A. Drysdale (sp-J) Roy Gillespie (sp-R) Gertrude Corea (so-J) Christine Thomas (we-R)	Geo. Thompson (bm) A. Merrill Williamson (cm)	Robt. A. Atteberry, (ad) George Pehlman (ad) Walter Henkes (mga) J. J. Slaven (cam)	H. A. Marrin (ms)
STERLING-ROCK FALLS 12,817—Sterling 7,983—Rock Falls 26,474-ABC-CZ	Gazette, 312 Second Ave., Tel.: 3600 (e) 13,094	.10	Flat	(I-R) (AP) (6¢, 35¢w) (West-Holliday Co., Inc.)	Sterling Gazette Co. Preston F. Grandon, David P. Grandon, Donald A. Dickinson, Co-Publishers	Robert J. Unzicker (me)	Harry E. Kidd (sp) Mrs. Wilda Adams (we)	Preston F. Grandon (gm) Donald A. Dickinson (bm) Ronald Parsons (cm)	A. E. MacGregor (ad) David P. Grandon (mga) Paul E. Vogel (cam)	Cyril M. Tyne (ms)
STREATOR 16,469 19,795-ABC-CZ	Times-Press (e) 12,013	.095	Flat	(I) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Times-Press Pub. Co. John R. Fornof, Pub.	John R. Fornof (e) W. J. Godfry (ce)	Ralph Hart (sp) Mrs. B. Gardner (we)	John H. Fornof (gm) Lloyd Hall (cm)	S. E. Dennehe (mga-ram) M. Adamczyk (cam)	J. H. Fornof (pm) G. Davidson (ms)
TAYLORVILLE 9,188 10,987-ABC-CZ	Breeze-Courier (e) 6,455	.07	Flat	(I) (AP) (J) (5¢, 25¢w) (Allen-Klapp)	Breeze Ptg. Co., Inc. Maude C. Reed, Pres.-Pub.	Maude C. Reed (me-e-eep-ce)	James F. Cooper (ne-we)	Maude C. Reed (gm-bm) Ronald Corzine (cm)	James Frank Cooper (ad-mga-ram)	James F. Cooper (pm-apm) Williard Woodward (ms)
URBANA	(see Champaign-Urbana listing)									
WATSEKA 4,235	Iroquois County Times, 100 S. 4th, Tel.: 153 (e) 5,374	.065	Flat	(I-R) (UP) (J) (5¢, 30¢ w) (Inland Newspaper Representatives, Inc.)	Iroquois County Publishing Co., Inc. Anthony A. Allegretti, Pres.-Pub.	Cloyce K. Nichols (e-me) L. O. Stansbury (ce)	Eva Bess Nichols (we)	A. A. Allegretti (bm)	Don J. Gocker (ad)	R. O. Roberts (ms)
WAUKEGAN 38,946 55,359-ABC-CZ 63,579-ABC Par. 28	News-Sun, 116 Madison St., Tel.: DElta 6-1111 (e ex Sat.) 29,569 Saturday edition (Sat.) 27,534	.16 .16	Flat Flat	(I-R) (AP, UP) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Keystone Ptg. Service, Inc. F. Ward Just, Pres.-Pub.	G. G. Crawford (e) Roland Kennedy (me)	Jas. Levandusky (sp) Margaret Searing (we)	F. Ward Just (gm) Richard F. Kennedy (bm) Edw. Oliver (cm)	Richard F. Kennedy (ad) C. R. Cunningham (mga) Larry Comstock (ram) Jesse Brown (cam)	Stewart Macdonald (pm) E. Swinney (Prod. mgr.)
WEST FRANKFORT 11,384	American, 111-115 South Emma, Tel.: 48 (e) 5,385	.055	Flat	(R) (UP) (J) (5¢, 25¢w) (none)	Daily American Co., Inc. Roger G. Kelly, Pres.	Roger G. Kelly (e)	.....	W. Henson Purcell (me)	.....	T. J. Elkins (ms)
WHEATON 11,638 16,001 (Spec. U.S. '53 census) 16,001 (Spec. U.S. '53 census) 16,001-ABC Par. 28	Journal, 110 E. Wesley St., Tel.: WHeaton 8-4110 (e) 5,369	.08	Flat	(I) (UP) (7¢, 35¢w) (Inland Newspaper Representatives, Inc.)	Dear Pub. & Radio Inc.	J. Albert Dear (e) William E. Scrivo (me) James L. Adams (ce)	.....	Ralph C. Dear (bm)	Ralph C. Dear (mga) Charles Vallette (cam)	Glen Unholz (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WOODSTOCK 7,192 8,234 (Spec. U.S. '56 census)	Sentinel, 109 S. Jefferson, Tel.: 5 (e) 6,327	.08 Flat	(I-R) (AP) (J) (5¢, 30¢ w) (none)	Woodstock Pub. Co. Geo. B. Shaw, Pres. Lyle H. Pilcher, Pub.	Lyle H. Pilcher (e) Geo. E. Sullivan (ce)	Geo. E. Sullivan (sp) Paulyn Householder (we)	Lyle H. Pilcher (gm) Donald Boswell (cm) Wm. Finney, Jr. (bm)	Wallace C. Eckberg (ad) Mildred Eckberg (cam)	Hollis Hamlin (ms)

INDIANA

ALEXANDRIA 5,147	News (e ex Sat.) 910	.064*.044*	(I) (INS) (J) (5¢, 15¢w)	K. J. Sullivan, Pub.	H. J. Sullivan (e)	Phyllis Cunningham (we)	K. J. Sullivan (cm)		

*Rate includes insertion in Weekly (Thurs.) News. circulation 4,910

	Times-Tribune, 109 S. Clinton St., Tel.: 4-4451 (e ex Sat.) 2,359	.06 Flat	(I) (UP) (5¢, 25¢w) (none)	Times-Tribune Corp. Robert M. Feemster, Pres.-Pub.	Darrell L. Zink (e)		Darrell L. Zink (gm)	Darrell L. Zink (ad)	
ANDERSON 46,820 58,265-ABC-CZ 64,622-ABC Par. 28	Bulletin, 1133 Jackson, Tel.: 3-5371 (e) ⓔ 18,609	.23 Flat	(I-D) (AP, INS, UP) (7¢) (Allen-Klapp Co.)	Anderson Newspapers, Inc. Geo. D. Crittenberger, Pres.-Pub. Harriet W. Toner, V.P.	Herbert M. Kennedy (eep) Eugene R. Bock (me) Byron E. Louiso (ce)	Fred Casady (sp) Marilyn Daugherty (we)	George D. Crittenberger (gm-bm) E. A. Bailey (cd) Russell Gritter (cm)	E. A. Bailey (ad) Robert E. Jackson (mga-ofc mgr) Joseph Branch (ram) Charles W. Laughlin (cam)	Garland Hines (apm) James Berry (ms)
	Herald (m ex Mon.) ⓔ 17,930	.23 Flat							
	Combined daily (me) ⓔ 36,539	.24 Flat	(AP) (UP) (7¢, 20¢, 45¢w) (Allen-Klapp Co.)	Anderson Newspapers, Inc. Geo. D. Crittenberger, Pres. Harriet W. Toner, V.P.-Pub.	Thomas Gephardt (eep) Thamar Vermillion (me) Edward Bassett (ce)	Orville Haven (sp) Jane Heritage (we)	Geo. D. Crittenberger (gm-bm) E. A. Bailey (cd) Harry Myers (cm)		
	Herald (S) ⓔ 19,675	.23 Flat							
	Evening and Sunday (eS) ⓔ 38,384	.24 Flat	(R)						
ATTICA 3,862	Ledger-Tribune, 213 So. Perry, Tel.: POrter 2-2411 (e ex Sat.) 1,982	.045* Flat	(R) (AP) (J) (7¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Attica Ledger-Tribune Don M. Montgomery, Pub.	D. M. Montgomery (eep-e-me-ce)	Aaron Bales (ne)	D. M. Montgomery (gm-bm-cm)	D. M. Montgomery (ad-mga-ram-cam)	D. M. Montgomery (pm-apm) Everett White (ms)

*.065 combination rate with Fountain-Warren Democrat, Weekly (Fri.), circulation 662.

AUBURN 5,679	Star, Tel.: 33 and 154 (e) 3,814	.065 Flat	(I) (UP) (5¢, 30¢w) (none)	Auburn Printing Co.	V. E. Buchanan (e)			George Hatchet (ad)	
BEDFORD 12,562 16,299-ABC-CZ	Times-Mail, 813 16th St., Tel.: 3355 (e) ⓔ 10,108	.09 Flat	(I) (AP, INS) (J) (6¢, 35¢w) (Inland Newspaper Representatives)	Bedford Daily Times-Mail, Inc. Stewart Riley, Pres.-Pub.	Ray Snapp (me)	Alvin Brewster (sp) Mrs. Joyce Todd (we)	Walter Senger (cm)	Robert Williams (ad) Charles George (cam)	H. P. McChord (ms)
BICKNELL 4,572	News, 111 W. Second St., Tel.: 51 and 52 (e) 2,487	.05 Flat	(R) (INS) (5¢, 25¢w) (Scheerer & Co.)	Bicknell Daily News Wm. D. Murray, Pub.	James R. Murray (ne-sp) Mrs. Avenell Powell (we)		Mrs. Avenell Powell (gm-om-cm)	Mrs. Avenell Powell (ad-mga-ram-cam)	Mrs. Avenell Powell (pm)
BLOOMFIELD 2,086	World, 29 W. Main St., Tel.: 80 (e ex Sat.) 3,157	.05 Flat	(D) (INS) (J) (5¢, 20¢w) (Scheerer & Co.)	The Evening World John A. Watkins, Pub.	Wm. C. Miles (eep-ce) John A. Watkins (e-me)	Wm. C. Miles (ne) J. E. Dowden (sp) Margaret Hudson (we)	John A. Watkins (gm-cm) J. E. Dowden (bm)	J. E. Dowden (ad-mga-ram-cam)	John A. Watkins (pm-apm) Wentworth Quillin (ms)
BLOOMINGTON 28,163 31,736-ABC-CZ 32,906-ABC Par. 15	Herald-Telephone, 106 S. College, Tel.: 6371 (e) ⓔ 12,622	.11 Flat	(I-R) (AP, UP) (7¢, 35¢w) (Inland Newspaper Representatives)	Bloomington Newspapers, Inc. Stewart Riley, Pres.-Pub.	Bruce B. Temple (eep-e) Lew Winkler (ce)	Kenneth Goodall (ne) George Bolinger (sp) Lola Graham (we)	Bruce B. Temple (gm) Herbert Allen (cm)	James Snodgress (ad) Wanda Sellars (cam)	Kenneth Ingle (ms)
BLUFFTON 5,076	News-Banner, 405 W. Market, Tel.: 1000 & 1001. (e) 4,660	.07 Flat	(I) (UP) (7¢, 40¢w) (none)	News-Banner Corp. R. G. Swaim Pres.-Pub.	R. G. Swaim (e) Eugene McCord (ce)	Jack Hawthorne (sp) Connie Pursley (we)	R. G. Swaim (gm)	James Barbieri (ad) Marlene Holloway (mga)	J. Lee Mattax (ms)
BRAZIL 8,434	Times (e) 6,077	.075 Flat	(R) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Times Pub. Co., Inc. George H. James, Pres.	John H. Faith (e) John Rogers (me)	Mary Anne Evans (we)	Ted.R. Raper (bm) Chas. Hoskins (cm)	Gretchen Winn (ad-mga-ram) Joe Burdick (bkpr.)	Gretchen Winn (apm)
CLINTON 6,462	Clintonian, 422 So. Main, Tel.: 32 (e ex Sat.) 3,874	.045 Flat	(R) (INS) (J) (5¢, 25¢ w) (none)	Geo. L. Carey, d.b.a. The Daily Clintonian George L. Carey, Pub.	Wm. Wake (e-ce) George L. Carey (me)	Lillian Nieman (we)	Mrs. Virginia Randall (cm)	B. W. Collins (mga)	Louis Causey (ms)
COLUMBIA CITY 4,745 5,000 Est. '58	Commercial Mail, 116 No. Chauncey, Tel.: 44 and 153 (e)	(R)		Post & Mail Pub. Co., Inc. Mrs. John Q. Adams	Mrs. John Q. Adams (eep-e-me-ce)	Mrs. Eloise Gillaspie (ne) Roger Metzger (sp) Dora Belle Martz (we)	Mrs. John Q. Adams (gm) Mrs. John Q. Adams (bm) Juanita Beard (cm)	George W. Hogg (ad-mga-ram)	George Coverstone (ms)
	Post (e)	(D) (UP) (5¢, 25¢w, $1.20mo) (Scheerer & Co.)							
	Combined daily (e) 4,059	.06 Flat							
COLUMBUS 18,370 19,024-ABC-CZ 23,210-ABC Par. 15	Republican, 444 Fifth St., Tel.: News: 4424; Business & Adv.: 3391 (e) ⓔ 12,008	.10 Flat	(I-R) (UP) (5¢, 30¢w) (Arthur Hagg & Associates)	The Eve. Republican (Partnership) Ray S. Brown, Pub.	Robert E. Gordon (eep-e-me) Robt. J. Marshall (ce)	Robt. J. Marshall (ne) Scott Alexander (sp) Ann Green (we)	Robert N. Brown (gm) Tom Hamilton (bm) W. H. Nicholson (cm)	Tom Hamilton (mga) Dallas Robertson (ram) Enid Lemley (cam)	Ray S. Brown (pm-apm-ms)
CONNERSVILLE 15,590	News-Examiner, 404-406 Central Ave., Tel.: 70; 71; 72 (e) 6,609	.08 Flat	(I-R) (AP) (J) (5¢, 30¢ w) (Allen-Klapp Co.)	News-Examiner Co. Mrs. E. W. Tatman, Pres. Geo. S. Tatman, Pub.	Arthur E. Neal (eep-e) C. Murray (me) R. Davis (ce)	R. Kunstanger (sp) Carolyn Hopkins (we)	George S. Tatman (gm-bm) H. D. Gilliland (cm)	D. Claypool (am)	E. Jackson (pm) Corwin Ward (ms)
CRAWFORDSVILLE 12,851 13,861-ABC-CZ	Journal-Review, 119 So. Green, Tel.: 100 (e) ⓔ 10,729	.085 Flat	(I) (AP) (5¢, 30¢w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Journal-Review, Inc. Foster Fudge, Pres. Addington Vance, Pub.	Tom K. Showalter (me) L. F. McCormick (ce)	James Leas (night ed.) William Brantley (sp) Margarette Phillips (we)	Melvin Taylor (bm) Kenneth McLaughlin (cm)	William Templeton, Jr. (ad) Charles Glasscock (mga) Elsie McGaughey (cam)	Addington Vance (pm) Claude Connelly (ms)
DECATUR 7,271	Democrat, 106 N. 2nd St., Tel.: 3-2101 (e) 4,291	.055 Flat	(D) (UP) (J) (5¢, 30¢w) (Scheerer & Co.)	The Decatur Democrat Co. Dick Heller, Pres.	Dick D. Heller (me) Pete Reynolds (ce)	Pete Reynolds (sp)	David Heller (ram) C. E. Holthouse (bm)	David Heller (ram)	
EDINBURG 2,283 3,900 Loc. Est. '56	Courier (e) 1,793	.03 Flat	(I) (INS) (UP) (J) (none)	Edinburg Courier Pub. Co. Francis A. Otto, Pres.-Pub.	Francis A. Otto (e) Sarah A. Otto (me-ce)	Francis A. Otto (ne-sp) Sarah A. Otto (we)	Francis A. Otto (gm) Sarah E. Otto (bm)	Francis A. Otto (ad)	Francis A. Otto (rd) Edgar Freese (ms)
ELKHART 35,046 43,762-ABC-CZ 44,726-ABC Par. 15	Truth, 416-18 S. Second St., Tel.: 2-0150 (e) ⓔ 22,054	.14 Flat	(I) (AP, UP, CDN) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding)	Truth Pub. Co., Inc. John F. Dille, Jr., Pres.-Pub. John A. Scott, Vice-Pres.	Robert W. Schnuck (eep) John F. Dille, Jr. (e) Carl Miller (ce)	Emerson Martin (ne) Tom Stephenson (sp) Shirley Tellander (we)	John F. Dille, Jr. (gm) M. R. Noles (bm) Carl W. Reiner (cm)	L. E. Fleck, Jr. (mga) Howard Trautman (ram) Jack E. Wright (cam)	L. E. Fleck, Jr. (pm)
ELWOOD 11,362	Call-Leader, 1534 Main St., Tel.: FE 2-3355 (e) ⓔ 4,721	.07 Flat	(I-R) (UP) (7¢, 35¢w) (Scheerer & Co.)	Elwood Pub. Co., Inc. Ray F. Barnes, Pres.-Pub.	Clifford Wells (ce) Warren Collier (me)	Paul Harbaugh (sp) Dorothy M. Durham (we)	Ray F. Barnes (gm) Frank O. Wellmitz (bm) Leon Davenport (cm)	R. E. Wershing (mga-ram) Louise Wilson (cam)	A. B. Colvin (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

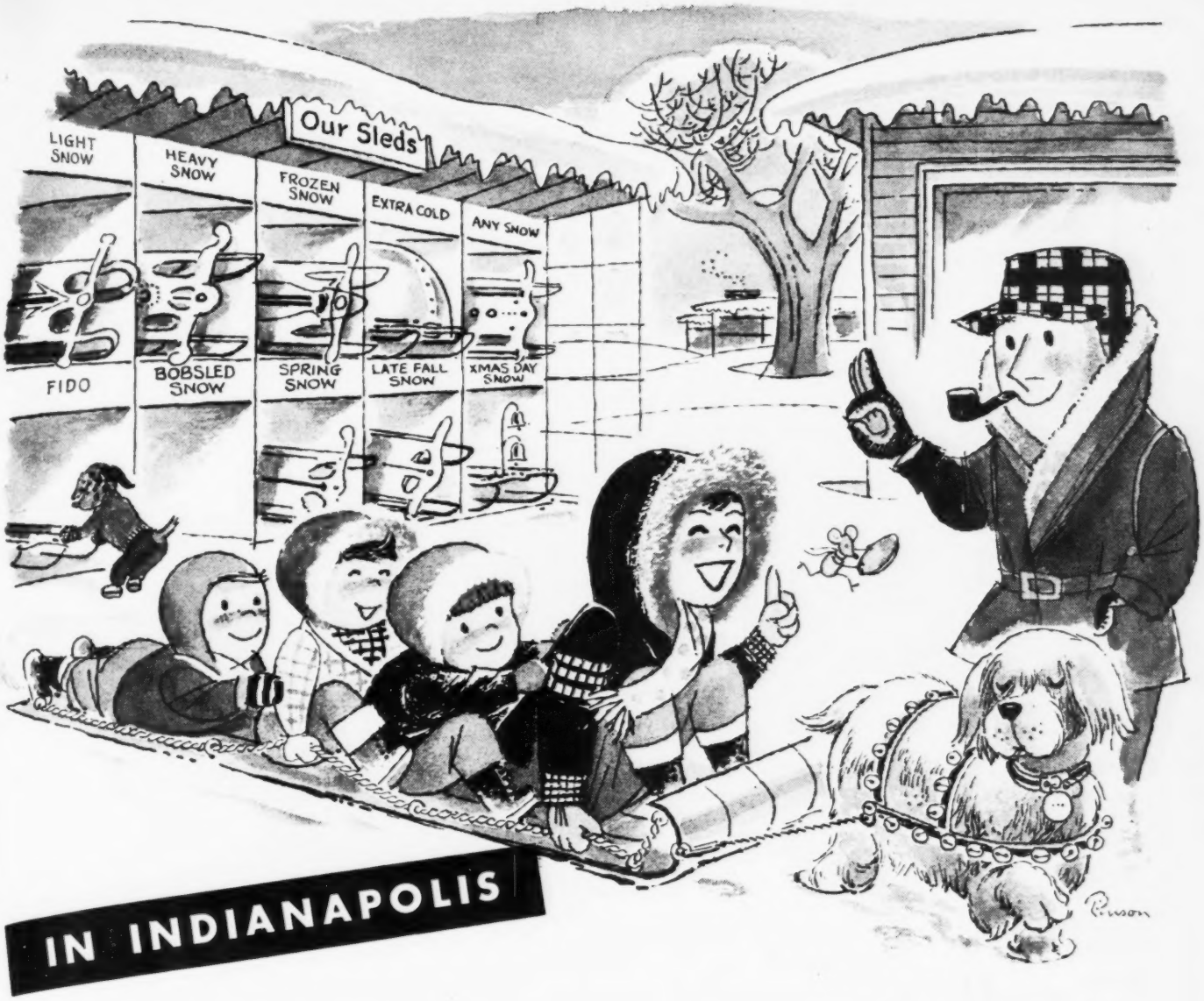
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
EVANSVILLE 128,636 156,043-ABC-CZ 177,647-ABC Par. 15	Courier, 201 N. W. Second St., Zone 5, Tel.: HArrison 4-7711 (m) 61,907	.33	Flat	(I-D-m) (I-e) (AP-m &e) (SHNA, INS-m) (UP) (5¢, 20¢S, 30¢w, 50¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Evansville Courier, Inc. Robert C. Enlow, Pres. Wm. Andrew Caddick, Treas.	Earl E. Shaw (e-me).. Fred Foster (ce)	Charles Stine (ne)..... Daniel W. Scism (sp) Martha McKenna (we)			
	Press (e) 46,446	.32	Flat							
	Combined daily (me) 89,602	.39	Flat							
	Courier-Press (S) 108,353	.39	Flat	(I) (AP, e-SHNA, UP) (5¢, 20¢S, 30¢w, 50¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Evansville Press Co.. W. C. Bussing, Pres.	Earl H. Richert (eep-e) Carl Ritt (me) James Margedant (ce)	Ottrell Miller (ne)..... Dick Anderson (sp) Harriet B. Jenner (we)	Geo. R. Benedict (bm) Glen L. McCurdy (cm) W. J. Goeltz (com) Fred Schmalgemeyer (crm)	W. R. McComas (ad) Jack L. Collier (mga) E. A. Tapscott (ram) Glenn Campbell (cam)	.....

NOTE: The Evansville Courier and The Evansville Press are corporatively and editorially separate but operate their business, mechanical and circulation functions through The Evansville Printing Corp., which also publishes The Sunday Courier and Press. The Sunday Courier and Press editorial operation is separate from both the Courier and the Press and is under direction of R. H. Kirkpatrick, editor.

FORT WAYNE 133,607 148,766-ABC-CZ 169,050-ABC Par. 15	News-Sentinel, 600 W. Main, Zone 2, Tel.: EAstbrook - 0111 or ANthony - 5111 (e) 75,911	.....	.....	(I-R) (AP, UP, INS) (Sat.*) (7¢, 10¢Sat., 35¢w) (Allen-Klapp Co.)	News Publishing Co. Helene R. Foellinger, Pres.-Pub.	Clifford B. Ward (e)	Robert L. Manth (ne) Ben Tenny (sp) Sue Webber (we)	Robert Johnston (bm).... Ralph Heckman (cm) Elmer Roemke (com)	Paul Knapp (mga)..... Dean Seniff (ram) William Good (cam)	Robert D. Adams (pm) Paul L. Knapp (apm)
	Journal Gazette (m) 62,549	.....	.....	(I-D) (AP, INS) (7¢, 15¢S, 30¢w-d, 45¢w-d&S) (Allen-Klapp Co.)	Journal-Gazette Co. James R. Fleming, Ch. of Bd. & Co-Pub. V. M. Simmons, Pres.-Co.-Pub.	Frank Roberts (eep).. Miller Ellingham (exec. e) Kenneth B. Keller (ce)	James P. Lovette (ne) Robert A. Reed (sp) Dell Ford (we)			
	Combined daily (me) 138,460	.43	Flat							
	Journal-Gazette (S) 94,553	.32	Flat							

NOTE: The News-Sentinel and The Journal-Gazette are corporately and editorially separate, but operate their Business, Advertising, Circulation, and Mechanical Departments under a joint publishing company known as Fort Wayne Newspapers, Inc., the personnel of which follows: Helene R. Foellinger, President; M. M. Ellingham, Vice-President; Elmer Roemke, Secretary-Treasurer, Ralph Heckman, Circulation Manager; Robert Johnston, Business Manager; Paul Knapp, General Advertising Manager; Dean Seniff, Retail Advertising Manager; William Good, Classified Advertising Manager.

FRANKFORT 15,028-ABC-CZ	Times, 209-11 E. Clinton St., Tel.: 3311 (m ex Mon.) 7,575	.09	Flat	(I) (AP) (J) (7¢, 7¢S, (35¢w, $1.40mo) (Scheerer & Co.)	G. Y. Fowler's Sons Pub. Co. Max Fowler, Pres.-Pub.	Bill Potter (me).....	Len Beeghley (sp) .... Mildred Palmer (we)	Max Fowler (gm) ..... R. F. Lashbrook (bm) Paul Sertain (cm)	R. A. Sutton (ram)..... C. Hayes (cam)	.....
	Sunday edition (S) 7,743	.09	Flat							
FRANKLIN 7,316 8,236-ABC-CZ 8,826-ABC Par. 15	Star, 70 N. Main St., Tel.: 710 (e) 4,963	.06	Flat	(I) (INS) (J) (5¢, 25¢w) (Gallagher-DeLisser, Inc.)	Todd & Sellers, Pubs. (a partnership)	Allan R. Hass (e) ..... Larry Lee (ce)	Allan R. Hass (ne)..... John J. Bowman (sp) Mary Belle Harris (we)	Robt. A. Todd (gm)..... Orris A. Graves (cm)	Hugh Ballard (ad-mga-ram-cam)	Noel D. Nay (ms)
GARY 133,911 211,357-ABC-CZ	Post-Tribune, 451 Broadway, Zone 2, Tel.: 5-7531 (e) 54,972	.26	Flat	(I) (AP, UP, INS) (6¢, 45¢w, $1.95mo) (Burke, Kuipers & Mahoney, Inc.)	Gary P. & P. Co. ..... H. B. Snyder, Pres.-Pub. Dale E. Belles, Jr., Asst. Pub. J. T. Snyder, Secy.-Treas.	Don F. Datisman (eep) H. B. Snyder (e) Dale E. Belles, Jr. (asst. e-me) James Rosmusen (asst. me) Arnold A. Coons (ce)	Ed Mills (ne)..... Norman S. Werry (sp) Beryl Ann Brownell (we)	S. S. Adams (gm)..... J. T. Snyder (bm) W. C. Todd (cm)	M. Skall (am)..... James Urbonski (ram) Edward Lloyd (cam)	Frank Hubbard (pm) Carl Kinney (Prod. mgr)
	Sunday edition (S) 51,490	.26	Flat							
GOSHEN 13,003	News (e) 7,708*	.08	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	News Ptg. Co., Inc..... F. L. Hascall, Pub. Lee H. Summy, V P.	Roscoe Lehman (e-me) Dale Peffley (ce)	Robert Conrad (sp) ..... Mrs. V. Chapman (we)	Harmon Williams (bm-cm)	Lee H. Summy (ad).....	N. W. Leek (ms)
	*Mar. 31, 1957.									
GREENCASTLE 6,888	Banner (e) 5,285	.06	Flat	(I-D) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	The Daily Banner ..... S. R. Rariden, Pub.	.....	.....	.....	J. M. Oliver (ad).....	.....
GREENFIELD 8,085 (Special Cen. '56) 10,300 City zone	Reporter, 212 E. Main, Tel.: HO 2-5528 - 5529 (e) 5,110	.05*	Flat	(I) (INS) (J) (5¢, 25¢w) (Thos. F. Clark Co., Inc.)	Spencer Pub. Co..... Dale B. Spencer, Pub.	Dale B. Spencer (eep-e) Mary E. Crider (me) Richard B. Spencer (ce)	Russell L. Durbin (sp).. Mary E. Crider (we)	.....	Richard Spencer (ad) ... Violet Brown (mga) Dorothy Spencer (cam)	Walter Worland (ms)
	*.055 in combination with weekly (Thurs.) Republican, combined circulation 5,499.									
GREENSBURG 6,619	News (e) 5,066	.06	Flat	(I-R) (INS) (J) (5¢, 30¢w) (Scheerer & Co.)	Greensburg News Pub. Co. M. B. Borchers, Pres. Walter B. Lowe, Pub.	Walter B. Lowe (eep-e) Hubert G. Stuhrenberg (ce)	Fred Netherland (sp).... Mary K. Emmert (we)	Walter B. Lowe (gm-bm) Jerry Lee (cm)	Murray L. Gordon (ad-mga-ram) Phyllis Roseberry (cam)	William H. Wintin (ms)
HAMMOND-EAST CHICAGO Hammond-87,594 East Chicago-54,263 187,969-ABC-CZ	Times, 417 Fayette St., Tel.: WEstmore 2-3100 (e ex Sat.) 54,483	.26	Flat	(I-R) (AP, UP, INS) (7¢, 15¢S, 50¢w-d &S) (Burke, Kuipers & Mahoney, Inc.)	Hammond Pub. Co., Inc. James S. DeLaurier, Pres.-Pub., Ed.	Carl M. Davidson (me) James Brahos (ce)	Forbes W. Scott (ne) .... John Whitaker (sp) Evelyn Schaefer (we)	Joseph Hirtz (bm) ..... Donald A. Cornwell (cm)	K. V. Peterson (ad)..... Howard M. Reiser (cam)	Kenneth V. Peterson (apm) George Barman (ms)
	Sunday edition (S) 54,347	.26	Flat							
HARTFORD CITY 7,253	News-Times, 213 N. Jefferson St., Tel.: 131 or 780 (e) 3,989	.055	Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Hartford City News-Times R. W. Monfort, Pub.	R. W. Monfort (e) .... Nelson C. Townsend (ce)	Howard Parkinson (sp) Jane Clements (we)	R. W. Monfort (gm)..... Evelyn L. Roderick (cm)	John W. Monfort (ad) ...	George W. Wallace (ms)
HUNTINGTON 15,079 15,079-ABC-CZ	Herald-Press, 5-7 N. Jefferson, Tel.: 4006 (e ex Sat.) 8,765	.09	Flat	(I-R) (UP) (7¢, 7¢S, 35¢w, $1.75mo) (Kelly-Smith Co.)	Central Newspapers, Inc. Eugene C. Pulliam, Pres. Howard Houghton, Pub.	Howard Houghton (e).. George W. Frye (me) Robert Hammel (ce)	Robert Hammel (sp)..... Garnett Wiley (we)	James Pauloski (bm)..... Richard Briggs (cm)	Howard Houghton, Jr. (ram) Mary Kennedy (cam)	James E. Pauloski (pm) E. E. Newton (ms)
	Sunday edition (S) 8,834	.09	Flat							
	News (e)	.035	Flat	(D) (J) (none)	Huntington News, Inc... C. W. H. Bangs, Pres.-Pub.	C. W. H. Bangs (e)	.....	C. W. H. Bangs (bm)	Wayne Myers (ad).....	C. E. Bangs (ms)
INDIANAPOLIS 427,173 551,777-ABC-CZ	Star, 307 N. Pennsylvania St., Zone 8, Tel.: MElrose 8-2411 (m) 208,769	.....	.....	(I) (AP, INS, UP, NANA) (J) (*S) (7¢, 20¢S, 35¢w-m, 35¢ w-e, 55¢w-m&S) (Kelly-Smith Co.)	Indianapolis Newspapers, Inc. Eugene C. Pulliam, Pres.-Pub.	Jameson G. Campaigne (eep-S) John G. Ackelmire (eep-N) James A. Stuart (e-S) C. Walter McCarty (e-N) Robert P. Early (me-S) E. S Pulliam (me-N) Lowell Parker (ce-S) Clay Trusty (ce-N)	Charles E. Griffo (ne-S) Wendell C. Phillippi (ne-N) Farroll Speake (Su-S) Eugene Jepson Cadou, Jr. (sp-S) William F. Fox, Jr. (sp-N) Kathryn E. Pickett (we-S) Thelma Machael (we-N)	William A. Dyer, Jr. (gm) Emil C. Woempner (bm) Raymond E. Houk (cm)	Chas. B. Lord (ad)..... Paul Grimes (mga) Ernest F. Emmel (ram) Paul C. Schulz (cam)	James E. Morgan (rd) Golden Leslie Faris (ms) Howard S. Wilcox (pm)
	News (e) 168,347	.....	.....							
	Combined daily (me) 377,116	.90	Flat							
	Star (S) 316,206	.73	Flat							
	Times, Zone 9 (e) 92,473	.34	Flat	(I) (CDN, UP, SHNA) (7¢d, 10¢S, 45¢w-d&S, $2.00mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Times Pub. Co.	Walter Leckrone (e) Charles W. White (eep) J. Boyd Stephens (me)	Melvin Van Duren (ne) C. J. Smith (sp) Kathleen Van Nuys (we)	Geo. V. Horton (bm)..... John W. Keller (cm)	Louis D. Young (ad)..... Walter Bartlett (mga) Wm. Over (ram) Robert Osios (cam)	Wm B. Engler (pm)
	Sunday edition (S) 105,790	.34	Flat							
JASPER 5,215	Herald (e) 4,936	.06	Flat	(D) (INS) (J) (5¢, 30¢w) (Scheerer & Co.)	Jasper Herald Co., Inc. A. T. Rumbach, Pres.	A. T. Rumbach (e)..... J. T. Rumbach (me) S. E. Stemle (ce)	Chas. McPherson (sp).. Mildred Smith (we)	J. T. Rumbach (bm) ..... Ernest Begle (cm)	Edwin Rumbach (ad)	Walter Mason (ms)



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*1954 Census of Business and Retail Trade
†Sales Management Survey of Buying Power, 1957

THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
JEFFERSONVILLE 14,685 18,191 (Spec. U.S. '54 Census)	News & Journal (e) 7,209	.07 Flat	(D) (AP) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	News & Journal	Paul Minch, Jr. (e)	Chas. McGregor (sp) Marilynn Bottorff (we)	M. L. Hay (bm) Coen Batman (cm)	R. N. Heid (ad) T. I. Treece (ram)	W. B. Thornley (ms)
KENDALLVILLE 6,119	News-Sun (e) 3,650	.05 Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Inland Newspaper Representatives, Inc.)	Kendallville Pub. Co., Inc. Mrs. Alice Merica, Pres. R. V. Fischer, Pub.	R. V. Fischer (e-me-ce)	R. V. Fischer (ne) Norman Carter (sp) Lucile Moses (we)	R. V. Fischer (gm-bm) Joseph Gaskill (asst. gm)	Joseph Gaskill (ad-mga-ram-cam)	Joseph Gaskill (pm-apm) Paul Zawadzke (ms)
KOKOMO 38,672 47,917-ABC-CZ	Tribune, 300 N. Union, Tel.: GL 9-3121 (e ex Sat.) 22,020	.14 Flat	(I) (AP, INS) (7¢, 40¢w, 15¢S) (Allen-Klapp Co.)	The Kokomo Tribune (a partnership) R. H. Blacklidge, Pub.	Dow Richardson (e) Robt. J. Hamp, Jr. (assoc. ed) Geo. E. Weldon (ce)	Robt. Ford (sp) Frieda Haseltine (we)	R. H. Blacklidge (gm) Verne Enstrom (cm)	G. J. Murphy (ad-mga-ram-cam)	Ben Whitacre (comp.) Geo. Murray (Press)
LAFAYETTE-WEST LAFAYETTE 35,568 51,593-ABC-CZ	Journal & Courier, 221 N. 6th, Tel.: 2-4011 (e) 39,980	.21 Flat	(I-R) (AP, INS) (6¢, 30¢w) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres. Louis A. Weil, Jr., Pub.	Herbert H. Heimlich (eep-e) Paul N. Janes (ce)	George W. Lamb (ne) Gordon H. Graham (sp) Marolyn J. Summers (we)	Albert J. Bonner, Jr. (bm) John T. Hoffman (cm)	Reynolds G. Weber (ad) C. Warren Howard (mga) William F. Dodds (ram) Richard L. Holst (cam)	
LA PORTE 17,882 20,414 (Spec. U.S. '51 Census) 23,670-ABC-CZ 25,390-ABC Par. 15	Herald-Argus, 701 State, Tel.: 2161 (e) 12,051	.10 Flat	(I-R) (UP) (J) (7¢, 35¢w) (Inland Newspaper Representatives, Inc.)	La Porte Ptg. Co. Ralph A. Lindgren, Pres.-Pub.	Forbes Julian (eep) Ralph A. Lindgren (e) Don Benn (me-ce)	J. McDonald (ne) Karl Christ (sp) Mrs. E. W. Gevers (we)	Ralph A. Lindgren (gm) H. S. Badger (bm) R. G. Chase (cm)	G. E. Moss (ad-mga) Fred Heniser (ram) Gladys Losch (cam)	G. E. Moss (pm) T. P. Avery (apm) R. H. East (ms)
LEBANON 7,631	Reporter, 225 W. Main, Zone 1, Tel.: 25 or 75 (e) 5,822	.07 Flat	(I) (AP) (5¢, 30¢w) (Kelly-Smith Co.)	Lebanon Newspapers, Inc. M. O. Pulliam, Pres.	Al Wynkoop (e)	Toby McDaniel (sp) Allison Downs (we)	Jack Mossman (gm-bm) Noble A. Knowlton (cm)	James R. Mossman (ad-ram) L. B. Slagle (cam)	John Graham (ms)
LINTON 5,973	Citizen, 79 South Main St., Tel.: 177 (e ex Sat.) 6,381	.06 Flat	(I-D) (UP) (INS) (J) (5¢, 25¢w) (Gallagher-DeLisser, Inc.)	Linton Daily Citizen, Inc. Warren H. Onken, Pres.-Pub.	Vance Sappenfield (e-me-ce)	Vance Sappenfield (ne) Ann Toney (we)	Warren H. Onken (gm) Ira Lunn (cm)	Warren H. Onken (mga) Helen Phillips (ram) Mrs. Thelma Kent (cam)	
LOGANSPORT 21,031 22,648-ABC-CZ	Pharos-Tribune, 517 E. Broadway, Tel.: 4141 (e ex Sat.) 12,285 Press (m ex Mon.) 7,733 Combined daily (me) 20,018 .14 Flat Pharos-Tribune & Logansport Press (S) 8,678 Flat Evening and Sunday (eS) 20,963 .14		(I-D) (UP) (7¢, 35¢w) (R) (AP) (7¢, 10¢S, 35¢w) (Inland Newspaper Representatives, Inc.)	Pharos-Tribune Co. Inc. Press Pub. Co., Inc.	Glenn Whitney (e) Fred Franklin (ce)	John Strey (sp) Mary O'Connor (we) Fred Franklin (Su) Harry Rinier (sp) Joan Crook (we)	J. M. Druck (gm) George D. Grubbs (bm) John MacDonald (cm)	George D. Grubbs (mga) Walter Newman (ram)	J. M. Druck (pm) Geo. Pollitt (ms)
	NOTE: The Pharos-Tribune and the Logansport Press are editorially separate but are printed in the same plant and share common business and advertising staffs.								
MADISON 10,404 (1954 Sp. U.S. Census)	Courier, 310 Courier Sq., Zone 1, Tel.: 1212 (e) 6,746	.08 Flat	(R) (AP) (5¢, 30¢w, $1.10mo) (Scheerer & Co.)	Madison Courier, Inc. M. E. Garber, Pres.-Pub.	Lloyd G. Neal (e) Earl E. Douglas (ce)	Phil Cole (ne-sp) Pat. C. Oyler (we)	Don Wallis (bm) J. D. Coleman (cm) Don Wallis (com)	Don Wallis (ad) Mike Neal (ram) Betty Page (cam)	C. E. Hassfurder (ms)
MARION 30,081 33,900 ('56 State Est.) 43,225-ABC-CZ	Leader-Tribune, 610 S. Adams St., Tel.: 4050 (m ex Mon.) 8,905 Chronicle (e ex Sat.) 13,884 Combined daily (me) 22,789 .16 Flat Chronicle-Tribune (S) 21,495 .16 Flat		(D) (R) (AP, INS, UP) (7¢, 15¢S, 35¢w-5d&S, 60¢w-m-e&S) (Inland Newspaper Representatives, Inc.) (I)	Chronicle Pub. Co., Inc. Gardner J. Thomas, Pres.	James Mitchell (Acting me-C) Wm. Stanton (me-LT)	Jack Lake (sp-C) Bob Lee (sp-LT.)	Richard B. Thomas (bm) A. Myers (cm)	Harry Young (ad) Maurice Heck (ram) Ethel Perdiue (cam)	Richard E. Lindsay (pm)
MARTINSVILLE 5,991	Reporter (e) 4,493	.06 Flat	(R) (UP) (INS) (J) (5¢, 30¢w) (Scheerer & Co.)	Reporter Pub. Co. Wilber L. Kendall, Pres.-Pub.	Robt. S. Kendall (eep-e-me) Harriet Cartmel (ce)	Keith Sichting (sp) Ruth Collier (we)	Gertrude Kendall (bm)	Wm. Barton Cartmel (ad) Joyce Adkins (cam)	
MICHIGAN CITY 28,395 31,636 (1957 sp. census) 32,832-ABC-CZ	News-Dispatch (e) 14,083	.10 Flat	(I-D) (AP) (ROP-3) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Dispatch Pub. Co., Inc. Mrs. Eugenia H. Honeywell, Pres.	A. W. Spiers Jr., Elwin Greening (e) Jack Howey (ce)	Arthur Deutsch (ne) Wm. Redfield (sp) Gladys Kemeny (we)	Robert C. Averitt (gm) Herbert Gilmore (cm)	Carl Timm (mga) Jay King (ram) Harold Z. Messner (cam)	George Tedesco (pm) J. H. Nixon (apm) Harlan Bedenkop (ms)
MONTICELLO 3,467	Herald-Journal (e) 4,113	.06 Flat	(R) (UP) (J) (Scheerer & Co.)	Monticello Herald Co. D. D. Raper, Pub.	Robert G. Fisher (me)		D. D. Raper (bm)	Robert G. Fisher (ad)	
MOUNT VERNON 6,150	Democrat, 430 Main St., Tel.: PO 3-443 (e) 3,643	.05 Flat	(D) (UP) (J) (5¢, 24¢w, 95¢mo) (Scheerer & Co.)	Mt. Vernon Ind. Democrat, Inc. Edward F. Alles, Pres.-Pub.	Orvan R. Hall (eep-e)	Jim Baxter (sp) Ruby Ranes (we)	Edward F. Alles (gm) Ruby Ranes (cm)	Jackson L. Higgins (mga-ram-cam)	F. J. Fessenden (ms)
MUNCIE 58,479 60,833-ABC-CZ	Star, Cor. High & Jackson, Tel.: AT 8-6631 (m) 28,971 Press (e) 20,146 Combined daily (me) 49,117 .25 Flat Star (S) 30,661 .19 Flat		(I-R) (AP, INS, NANA, UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Kelly-Smith Co.) (R) (AP, INS) (5¢, 30¢w) (Kelly-Smith Co.)	Muncie Newspapers, Inc. Eugene C. Pulliam, Pres. Willard C. Worcester, Pub.	Eugene C. Pulliam (e) John O. Ferris (me) Wiley Spurgeon (ce) Eugene C. Pulliam (e) Leon J. Parkinson (me) John F. Richman (ce)	Edwin B. Tichenor (ne) John O. Ferris (Su) Robert Barnet (sp) Naomi F. Campbell (we) Herbert Silverburg (ne) Frank Levin (sp) Ruth M. McFadden (we)	Walter A. Letzler (gm) John A. Horton (bm) Norman N. Tischer (cm)	O. Wayne Botkin (ad) Charles Poorman (mga) Thos. E. Skillman (cam)	Joseph W. Beall (ms)
NEW ALBANY 29,346 38,500 '57 Est.	Tribune, 4th & Spring, Tel.: WH4-6481 (e ex Sat.) (m ex Mon.) Combined edition (me) 7,863 .085 Flat Ledger and Tribune (S) 7,158 .085 Flat		(I-R) (AP) (5¢, 5¢S, 30¢w, 75¢mo) (Inland Newspaper Representatives, Inc.)	Tribune Co., Inc Clair McTurnan, Pres. James Macpherson, Asst. to Pres.	James Macpherson (e) John Powers (me)	Wayne Marshall (ne) Wallace Criswell (sp) Maxine Hook (we)	Melvin McCafferty (cm)	Harold W. Whitaker (ad-mga-ram)	Wallace Carpenter (ms)
NEW CASTLE 18,271 23,633-ABC-CZ	Courier-Times, 218 S. 14th St., Tel.: One (e) 11,738 .11	Flat	(I) (AP) (7¢, 30¢w) (Arthur H. Hagg & Assoc)	Courier-Times, Inc. Scott B. Chambers, Pres.-Pub.	Scott B. Chambers (eep-e) Tom Green (me) Ed Ogborne (ce)	Tom Green (ne) Ken Ford (sp) Louise Edwards (we)	Scott B. Chambers (gm) Walter S. Chambers, (bm) Gilford Eden (cm)	William Bailey (ad-ram) W. S. Chambers (mga) George Bonham (cam)	W. S. Chambers (pm) Raymond McConnell (ms)
NOBLESVILLE 6,567	Ledger, 957-77 Logan St., Tel.: 1160 (e) 5,904	.06 Flat	(R) (INS) (J) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Noblesville Daily Ledger, Inc. Ralph B. Neal, Pres. Charles S. Neal, Pub.	James T. Neal (eep-e-me-ce) James T. Neal (me)	Bill Gifford (ne) Don Jellison (sp)	Chas. S. Neal (gm) Ralph B. Neal (bm) John R. Neal (cm)	John R. Neal (ad-mga-ram-cam)	John R. Neal (pm-apm) Floyd Odle (ms)
PERU 13,308 15,136-ABC-CZ 14,470 Spec. Cen. '57	Tribune, 26 W. Third St., Tel.: GRidley 3-6641 (e) 9,418 .08	Flat	(I-D) (UP) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Tribune Pub. Co., Inc. J. H. Nixon, Pres. Mrs. M. C. Honeywell, Pub.	Bill L. Jackson (e)	B. Jackson (ne) M. Kreutzer (we)	John R. Nixon (gm) C. Lawrence (cm)	Wm. Sharp (ram) N. Clark (mga) Ira Murray (ram)	A. Schmidt (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PLYMOUTH 7,334 (1955 Spec. Census) 6,704	Pilot-News, 113-115 W. Garro, Tel.: WE 6-3101 (e) 7,313	.08	Flat	(I-R) (UP) (5¢, 30¢w)	(Scheerer & Co.)	Pilot Co. S. E. Boys, Pres.	S. E. Boys (e) Don R. J. Cramer (me)	Tom White (sp) Ruth Early (we)	S. E. Boys (gm) A. R. Boys (bm) Keith Heisler (cm)	George Towle (ram)	George Towle (apm)
PORTLAND 7,064	Commercial Review, E. Main St., Tel.: 82-85 (e) 4,917	.08	Flat	(I-R) (UP) (J) (†) (5¢, 25¢w)	(Scheerer & Co.)	Commercial Review, Inc. Sherwood C. Ide, Sr., Pub.	William DuBois, Jr.(e)	Rus Figert (ne) John Dell (sp) Lucille Thomas (we)	Sherwood C. Ide, Sr. (gm)	Paul V. Elsberry (mga) Chester Yount (ram)	Robert Feierstein (ms)
PRINCETON 7,673 7,673-ABC-CZ	Clarion-Democrat, 112 S. Main St., Tel.: FU 5-2525 (e) ⓔ 5,416 Sunday edition (S) ⓔ 5,434	.07 .07	Flat Flat	(I) (UP) (7¢, 7¢S, 35¢w, $1.40mo)	(The Allen-Klapp Co.)	Princeton Pub. Co., Inc. Vera M. Scheerer, Pres.-Pub.	Bob Brimm (eep-me)	Bob Brimm (Su) Edsel Thompson (sp) Jean Meeks (we)	V. E. Faust (gm-bm)	V. E. Faust (ad)	V. E. Faust (pm)
RENSSELAER 4,074	Republican, 117 N. Van Rensselaer St., Tel.: 18 (e) 3,419	.05	Flat	(R) (INS) (J) (5¢, 30¢, w)	(Scheerer & Co.)	Rensselaer Pub. Co., Inc. K. B. Robinson, Pres.	H. B. Clark (e-me)		K. B. Robinson (gm-bm)	K. B. Robinson (ad)	
RICHMOND 39,539 43,822-ABC-CZ	Palladium-Item, 15-21 North Ninth, Tel.: 2-1121 (e ex Sat.) ⓔ 27,456 Sunday edition (S) ⓔ 27,757	.18 .18	Flat Flat	(I-R) (AP, INS) (5¢, 5¢S, 40¢w)	(Ward-Griffith Co., Inc.)	Palladium Pub. Corp. R. G. Leeds, Pres., Co-Pub. E. H. Harris, Sec.-Treas., Co-Pub.	R. G. Leeds (e) Marvin H. Pickett (me)	E. Kaeuper and J. Reis (ne)	E. H. Harris (gm) L. M. Feeger (bm) W. W. Taggart (cm)	Robert R. Reid (mga-ram) Howard Hammer (cam)	
ROCHESTER 4,673	News-Sentinel, 118 East Eighth St., Tel.: CApital 3-2111 (e) 4,220	.06	Flat	(I-D) (INS) (J) (6¢, 30¢ w)	(Scheerer & Co.)	Barnhart-Van Trump Co., Inc. Hugh A. Barnhart, Pres.-Pub.	Jack K. Overmyer (e) C. William Freyberg (ce)	C. William Freyberg (sp) Gunhilde Tranbarger (we)	Hugh A. Barnhart (gm) Jack K. Overmyer (bm) P. H. Moulton (cm)	Russel Parker (ad) Ruth Fiedler (cam)	Harry Jilbert (ms)
RUSHVILLE 6,781	Telegram, 219 N. Perkins, Tel.: 2222; 3333; 3336 (e) 743 Republican (e) 4,003 Combined daily (e) 4,746	.... .06	.... Flat	(D) (R) (AP) (J) (5¢, 30¢ w)	(Scheerer & Co.)	Republican Co., Inc. Louis C. Hiner, Pres. A. Hartwell Coons, Pub.	Louis C. Hiner (eep-me-e) Ira McIlwain (ce)	Louis Hiner (ne) Richard Hiner (sp) Ellen Ball (we)	A. Hartwell Coons (gm-bm) Forrest Eaton (cm)	Robert D. Crawley (ad-mga-ram) Lucile Adams (cam)	Robert D. Crawley (pm-apm) A. Hartwell Coons (ms)
SEYMOUR 7,629 11,683 (Spec. U.S. '55 Census) 10,777-ABC-CZ	Tribune, 309 N. Chestnut, Tel.: JAckson 2-4871 (e) ⓔ 6,044	.07	Flat	(I-R) (AP) (J) (5¢, 30¢w)	(Inland Newspaper Representatives, Inc.)	Seymour Tribune Co., Inc. R. E. Harris, Pres. John H. Conner, Pub.	John H. Conner (eep-e-me) Charles R. Brown (ce)	Charles R. Brown (ne) Ralph Green (sp) Sarah Long (we)	John H. Conner (gm) Thomas W. Conner (bm) Lawrence Croucher (cm)	Louis Kiefer (ad)	T. W. Conner (pm) Martin Plump (ms)
SHELBYVILLE 11,734 11,734-ABC-CZ	News, 123 E. Washington, Tel.: EX 8-6631 (e) ⓔ 8,562	.09	Flat	(I) (UP) (7¢, 35¢w)	(Scheerer & Co.)	Shelbyville Newspapers, Inc. John C. DePrez Pub.-Pres.	John D. Scott (eep-e) G. W. Holtel (ce)	Stanley Koester (sp) Avonelle Lewis (we) Jim McKinney (sp)	Norman L. Thurston (gm) Fred L. Jones (cm) Floyd Cooper, auditor	John Banawitz (ad) Wayne Banker (mga) Coleen Moore (cam)	Lawrence Parker (ms)
SOUTH BEND 115,911 172,834-ABC-CZ 176,267-ABC Par. 15	Tribune, Lafayette at Colfax, Zone 26, Tel.: CE 3-6161 (e) ⓔ 109,080 Sunday edition (S) ⓔ 112,810	.35 .35	Flat Flat	(I-R) (AP, UP, INS) (5¢, 15¢S, 40¢w)	(Story, Brooks & Finley, Inc.)	South Bend Tribune Pub. Co. Franklin D. Schurz, Pub.	Franklin D. Schurz (e) Gerald E. Cosgrove John J. Powers (me) William C. Butters (ce)	William O. Saltzman (ne) Joseph A. Doyle (sp) Anabel Lickey (we)	Neil C. Snyder (cm)	Dean J. Wilhelm (ad) E. J. Meehan (mga) Walter H. Housman (ram) Harold M. Hatfield (cam)	Clarence W. Harding (rd-pm) George Kunz (prod. mgr.)

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The South Bend Tribune

Franklin D. Schurz
Editor and Publisher

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SPENCER 2,394	World (e ex Sat. & Sun.) 2,875	.05	Flat	(D) (J) (5¢, 20¢w) (Scheerer & Co.)	Spencer Evening World T. Perry Wesley, Pub.	T. Perry Wesley (e)		Aline P. Wesley (bm)		
SULLIVAN 5,423	Times, 115 W. Jackson, Tel.: 12 (e ex Sat.) 4,368	.055	Flat	(D) (INS) (J) (5¢) (Theis & Simpson Co., Inc.)	Daily Times Pub. Co. Eleanor P. Jamison, Pub.	William Beeman (e)		Eleanor P. Jamison (gm) Leola E. Jones (bm)	Douglas Craighead (ad) Leola Jones (cam)	William Boles (ms)
TERRE HAUTE 64,214 80,013-ABC-CZ	Star, 721 Wabash Ave., Tel.: C-1331 (m) 28,591 Tribune (e) 30,143 Combined daily (me) 58,734 .25 Flat Tribune and Star (S) 45,656 .20 Flat Evening and Sunday (eS) 75,799 .28 Flat Morning and Sunday (mS) 74,247 .28 Flat			(R) (D) (AP, UP) (*S) (5¢ d, 20¢S, 30¢w-m or e City, 50¢w-m or e&S, 25¢w-m or e, 45¢w-m or e&S outside of City) (E. A. Faulkner & Associates)	Tribune-Star Pub. Co., Inc. F. B. Ijams, Pres.	James Benham (eep-me-Star) Marcee Cox (eep-me-T) Bob Nesbit (ce-T) Lamont Grant (ce-Star)	Lawrence Sawyer (ne-Star) Ned Bush (ne-T) Forest Garderwine (sp-Star) Jim Claus (sp-T) Frances Hughes (we-Star) Beatrice Biggs (we-T)	Louis F. Keifer (gm) Paul Hanrahan (cir. dir.)	Frank Shannon (ad) Wood Gageby (mga) Chas. A. Cook (ram) Margaret Wiggs (cam)	Wood Gageby (apm)
TIPTON 5,633	Tribune (e) 3,561	.05	Flat	(I) (INS) (J) (5¢, 25¢w) (none)	Tribune Pub. Co. C. L. O'Banion, Pres.-Pub.	R. D. Maney (me)	Ben Altshuler (ne) Rosemary Beck (we)	R. D. Maney (gm-bm-cm)	R. D. Maney (ad-mga) Mrs. Leona Kinder (ram) Evelyn Planalp (cam)	R. D. Maney (pm-apm) Vincent McCormack (ms)
UNION CITY 3,572 (in Indiana) 1,622 (in Ohio) (One Post Office)	Times-Gazette, 302 No. Columbia St., Tel.: 7 (e) 2,765	.10*	Flat	(D) (INS) (J) (5¢, 25¢ w) (Scheerer & Co.)	Gazette Pub. Co., Inc. Russell E. Wise, Pres.	Richard E. Wise (me)		James J. Patchell (gm)	James J. Patchell (ad)	
	*Rate includes insertion in weekly Winchester News or weekly Winchester Journal Herald.									
VALPARAISO 12,028	Vidette-Messenger, 165 W. Lincolnway, Tel.: 2-7601 (e) 7,585	.08	Flat	(I-R) (AP) (7¢, 35¢w) (Scheerer & Co.)	Vidette-Messenger Co. Mrs. L. M. Whipple, Pres.	Herbert Steinbach (me)	Karl Henrichs (sp) Irene Bosstick (we)	Avery B. Weaver (gm) Vincent Anderson (cm)	Avery B. Weaver (mga) Robert L. Bibler (ram)	Jos. Reibly (ms)
VINCENNES 18,831 19,727-ABC-CZ	Sun Commercial, 320 Busseron St., Tel.: 78 or 79 (e ex Sat.) 13,622 Sunday edition (S) 14,366	.12 .12	Flat Flat	(D) (AP, INS) (5¢, 5¢S, 30¢w) (Kelly-Smith Co.)	Central Newspapers, Inc. Eugene C. Fulliam, Pres.	Ross H. Garrigus (e)	George F. Byers (sp) Ruth Ashby (we)	Howard N. Greenlee (gm) Louis H. Mize (cm)	Norman L. Wernet (ad) Howard N. Greenlee (mga) Robert Arnold (cam)	Jack Mickler (ms)
WABASH 10,621 10,722-ABC-CZ	Plain Dealer, 4 W. Canal St., Box 377, Tel.: 1481 (e) 7,419	.07	Flat	(I-R) (UP) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Plain Dealer Co., Inc. J. H. Nixon, Pres.	Merritt W. Sills (e) Marjorie Schlemmer (ce)	George Thomas (sp) Eva Clupper (we)	W. P. Rohrer (gm) Elizabeth L. James (bm) Melvin L. Cramer (cm)	Eliz. L. James (mga) C. Rex Lutz (ram) Betty Rowan (cam)	C. Rex Lutz (apm) J. E. Ferrier (ms)
WARSAW 6,625 7,991-ABC-CZ	Times-Union, Times Building, Tel.: AM 7-3111 (e) 8,709	.09	Flat	(I-R) (AP) (7¢, 40¢w) (none)	Reub Williams & Sons, Inc. R. B. Williams, Pres.-Pub.	R. O. Nusbaum (asst.-ed) Ronald Sharp (ce)	Dan Lee (sp) Virginia Zuck (we)	Reub Williams (gm) William K. Mollenhour (bm) Jack Knisley (cm) Ethel Gove (com)	Wm. Mollenhour (ad) Jack Essenburg (mga)	William Long (pm) Marion Bryer (ms)
WASHINGTON 10,987 10,987-ABC-CZ	Herald, 11-13 S.E. 4th, Tel.: 51 or 52 (e) 5,441	.055	Flat	(I-R) (AP) (J) (5¢, 25¢w, $1mo) (Inland Newspaper Representatives, Inc.)	The Washington Herald, Inc.	Don Ellis (e) Ronald Arvin (ce) David A. Draper (eep)	Donald Ellis (ne) Ronald Arvin (sp) Mrs. Eileen Hatfield (we)	David A. Draper (gm) John L. Horrall (cm)	Morris E. Tolbert (mga) Katherine Clauss (cam) Mary J. Jones (ram)	Walter Raymann (ms) David A. Draper (pm)
	Times 111-113 N.E. Third St., Tel.: 40-41 (e) 4,912	.055	Flat	(I-D) (INS) (J) (5¢, 25¢w) (Arthur H. Hagg & Associates)	Boyd & Backes, Partnership	John Backes (eep) Ray Baker (ce)	Ray Baker (ne) Morris Cox (sp) Mary Walsh (we)	John Backes (gm) Thelma McCord (cm)	Richard Backes (ad) Thurman Gill (ram) John Backes (mgr) Charlene Rodimel (cam)	Densel Smith (ms) Richard Backes (apm)

IOWA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMES 22,898 22,898-ABC-CZ	Tribune, 317 Fifth St., Tel.: CEdar 2-2160 (e) 6,295	.08	Flat	(I-R) (UP) (7¢, 35¢w) (Arthur H. Hagg & Associates, Inc. and Iowa Daily Press Association)	Ames Daily Tribune-Times Co. W. S. Rupe, Pub.	Rodson L. Riggs (me)	Joe Roth (sp) Nola Sample Gonzer (we)	Hollis J. Nordyke (bm) Virgil McKee (cm)	Hollis J. Nordyke (ad) Verle Burgason (ram) Mildred Rouze (cam)	Walter T. Farley (ms)
ATLANTIC 6,480	News-Telegraph (e) 6,553	.06	Flat	(I-R) (AP) (5¢, 80¢mo) (Iowa Daily Press Association)	News-Telegraph Pub. Corp. F. D. Simpson, Pres.-Pub.	F. D. Simpson (eep-e-me) Walter Tracy (ce)	Walter Tracy (ne-sp-we)	F. D. Simpson (gm) F. H. Simpson (bm) Lou Heath (cm)	F. H. Simpson (ad-mga-ram)	F. D. Simpson (pm-apm) Sam Gibson (ms)
BOONE 12,164 12,164-ABC-CZ	News-Republican, 812-14 Keeler, Tel.: 1. (e) 5,936	.07	Flat	(R) (UP, INS) (J) (7¢, 35¢w) (Iowa-Daily Press Association)	Mary Goldthwaite Garvey & H. A. Garvey, Co.-Pubs.	Mrs. H. A. Garvey (eep-e) Harlan Weeks (me)	Wayne Shaw (sp) Mrs. H. A. Gravey (we)	R. P. Brown (cm)	R. H. Capps (ad) Rollie Petersen (ram) Ken Burke (cam)	L. A. Hohanshelt (ms)
BURLINGTON 30,613 32,277-ABC-CZ	Hawk-Eye Gazette, 311 Washington, Tel.: PLaza 4-8461 (e) 20,077	.13	Flat	(I) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	The Burlington Hawk-Eye Co. John B. Bishop, Pres. Stuart Awbrey, Sec.-Treas.	Stuart Awbrey (e-eep) Robert R. Bruegger (me)	James Eland (sp) Olive Sullivan (we)	John B. Bishop(gm) Leroy Pelca (cm)	Frank F. Hill (ad-mga-ram) Alfred Schaefer (cam)	John B. Bishop (pm) Frank Hill (apm) Lewis Haines (ms)
CARROLL 6,231 6,231-ABC-CZ	Times-Herald (e) 5,090	.07	Flat	(R) (AP) (J) (7¢, 35¢w) (Arthur Hagg & Associates, Inc., and Iowa Daily Press Association)	Herald Pub. Co., Inc. James W. Wilson, Pres.-Pub.	Howard B. Wilson (e) W. L. Reitz (me)	W. L. Reitz (ne) Dale Barton (sp) Harriet Anderson (we)	James W. Wilson (gm) Howard B. Wilson (bm) D. Patrick (cm)	James W. Wilson (ad) H. B. Wilson (mga) Martin Maher (ram)	J. E. Krause (ms)
CEDAR FALLS 14,334	Record, 113 W. 3rd, Tel.: CO 6-2611 (e) 3,515	.05	Flat	(I-R) (UP) (J) (5¢, 25¢w) (Iowa Daily Press Association)	Record, Inc. Wm. V. Anthony, Pres.-Pub.	A. B. Turnbull (eep-e) Wm. V. Anthony (me)	A. B. Turnbull (ne) Alice Myers (we)	Ruby Haurum (off.mgr)	Merrill Hach (ad) Cora Blaker (cam)	Emmet Chapin (ms)
CEDAR RAPIDS 72,296 81,132-ABC-CZ 101,581-ABC Par. 15	Gazette, 500 3rd Ave. S.E., Tel.: 2-1121 (e ex. Sat.) 62,543 Saturday edition (Sat.) 49,884 Sunday edition (S) 64,096	.29 .29 .29	Flat Flat Flat	(I) (AP, UP, INS) (5¢, 10¢S, 40¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	The Gazette Co. J. F. Hladky, Jr. Pres. & Pub.	Harry E. Boyd (eep-e) E. C. Hoyt (me) Jack Illian (ce)	John Reynolds (Su) Gus Schrader (sp) Marge Kayser (we)	J. F. Hladky, Jr. (gm) L. J. Nilles (bm) J. B. Birks (cm) L. S. Wright (com)	Chas. H. Moore (ad) John Callender (mga) Chas. L. Moel (cam)	J. F. Hladky, Jr. (pm) C. H. Moore (apm) Everett King (ms)
CENTERVILLE 7,625 7,625-ABC-CZ	Iowegian & Citizen (e) 5,006	.07	Flat	(R) (AP) (J) (7¢, 35¢w) (Iowa Daily Press Association)	Iowegian Ptg. Co. J. M. & R. K. Beck, Co-Pubs.	R. K. Beck (e) C. B. DePuy (me-ce)	Lloyd Finks (ne-sp) Gladys DePuy (we)	R. K. Beck (gm) C. E. Triebswetter (cm)	William Hayes (mga) Max Hiatt (ram)	Claude Breese (ms)
CHARLES CITY 10,309 10,309-ABC-CZ	Press, 100 N. Main St., Tel.: 92 (e) 4,759	.07	Flat	(R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Charles City Press Pub. Co. W. S. Rupe, Pres. Paul R. Bumbarger, Pub.	Paul R. Bumbarger (eep-me) Bill Sheeley (ce)	Bob Fischer (ne) Glenn Ortmayer (sp) Phyllis Allison (we)	Glenn Ortmayer (cm)	John Murphy (ad) Shirley Boggess (cam)	Lorenz Gooders (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHEROKEE 7,705	Times & Chief, 111 South Second St., Tel.: 63, 64, 65. (e) 4,890* .07† Flat	(I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	Times Pub. Co. Dwight Clark, Pres.-Pub.	D. R. Clark (eep-me) Frank Buckingham (e-ce)	Frank Buckingham (ne-sp) Ellen Reeser (we)	D. R. Clark (gm-bm) Irving Begler (cm)	Delores Pedersen (cam)	Dwight R. Clark (pm-apm) Marion Butler (ms)
	*Mar. 31, 1957 †10 in combination with weekly Courier, circulation 8,000.								
CLINTON 30,379 30,379-ABC-CZ	Herald, 221 6th Ave. S., Tel.: CH 2-7101 (e) 22,203 .15 .13	(I) (AP) (10¢, 35¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	Clinton-Herald Co. C. Y. Hancock, Pres.-Pub. John H. Notman, Co-Pub.	E. A. Streit (eep-e-me)	Thos. Wark (sp)	John H. Notman (gm) R. J. Schuster (bm) A. E. Meyer (cm)	D. A. Lundgren (ad) E. M. Conlon (ram) Mrs. Annetta Miller (cam)	H. J. Wildman (pm)
COUNCIL BLUFFS 45,429 46,197-ABC-CZ 51,013-ABC Par. 15	Nonpareil, 117 Pearl St., Tel.: 4061. (e ex Sat.) 20,949 .14 Flat Saturday edition (Sat.) 16,917 .14 Flat Sunday edition (S) 21,398 .14 Flat	(I-R) (AP,NYHT) (5¢, 15¢S, 45¢w-e&S) ($1.95mo) (Arthur H. Hagg & Associates and Iowa Daily Press Association)	New Nonpareil Co. Ora L. Taylor, Pres. Robert H. O'Brien, V.P.-Pub.	A. M. Piper (eep) Harry Mauck, Jr. (me) Frank Lane (ce)	Al Schecter (sp) Margaret Tinley (we)	Ora L. Taylor (gm-bm) Chas. E. McDonald (cm)	Jack O'Brien (ad-mga-ram) Glen Gohlinghorst (cam)	Robert H. O'Brien (pm-apm) Robert Fischer (ms)
CRESTON 8,317	News-Advertiser, 206 N. Maple St., Tel.: STate 2-2141 (e) 5,518 .07 Flat	(I-R) (AP) (6¢, 35¢w) (Iowa Daily Press Association)	Creston Pub. Co. George B. Shaw, Pres. E. J. Van Nostrand, Pub.	E. J. Van Nostrand (eep) C. L. Kelly (me)	C. L. Kelly (ne) Max Sandeman (sp) Mildred Hoskinson (we)	E. J. Van Nostrand (gm) Alma B. Johnson (bm) Carl H. Gill (cm)	Fletcher M. Miller (ad-mga-ram) Alma B. Johnson (cam)	Ralph S. Griffin (ms)
DAVENPORT 74,549 185,875-ABC-CZ	Democrat, 124 E. 2nd St., Tel.: 6-5111 (m ex Mon.) 21,205 .... Times (e) 28,697 .... Combined edition (me) 49,902 .28 Flat Democrat-Times (S) 52,343 .32* Flat	(I-R) (AP, UP) (5¢, 10¢S, 40¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Davenport Newspapers, Inc. Lee P. Loomis, Pres. Henry B. Hook, Pub.-D P. D. Adler, Pub.-T	M. A. Fulton (e-T) Forrest Kilmer (me-D) Rex J. Ballard (ce-T) Robt. L. Feeney (eep-D) Fred C. Bills (exec. e-T) William Wundram (ce-D)	Don Jones (Su) John O'Donnell (sp-D) J. Jurgens (sp-T) Elizabeth True (we-T-D)	D. Gottlieb (bm-D-T) Ed Mill (cm-D-T)	D. Gottlieb (ad-D-T) D. Feeney (mga-D-T) J. Keith Hunter (ram-D-T) J. Klouda (cam-D-T)	W. Powers (pm-apm-D-T)
	*Includes insertion in Times Saturday preceding or Monday following.								
DES MOINES 177,965 212,792-ABC-CZ 251,644 Par. 15	Register, 715 Locust St., Zone 4, Tel.: CH 3-2111 (m) 219,313 .95 Flat Tribune (e) 129,305 .90 Flat Combined daily (me) 348,618 1.05 Flat Register (S) 504,188 1.20 Flat Evening and Sunday (es) 633,493 1.80 Flat Morning and Sunday (ms) 723,501 1.90 Flat	(I) (AP, CDN, DJ, INS, RNS, NYT, RNS) (J) (7¢m, 7¢e, 20¢S, 35¢w-e, 35¢w-70¢w-m&e, 90¢w-m, e&S) (Scolaro, Meeker & Scott; Doyle & Hawley, Pacific Coast; and McAskill, Herman & Daley, Florida area)	Des Moines Register and Tribune Co. Gardner Cowles, Pres. Luther L. Hill, Pub.	L. K. Soth (eep) Kenneth MacDonald (e) Frank Eyerly (me) Doyl Taylor (ce-T) John Zug (ce-R)	Chas. C. Reynolds (ne-R) Parker Mize (ne-T) G. W. (Sec) Taylor (sp) Russell W. Schoch (feature ed)	Arthur T. Gormley (bm) C. K. Jefferson (cm) Carl T. Koester (com)	David Kraidenier, Jr. (v-p in charge of sales) William T. Smith (am) Lou Rich (mga) Richard C. Lee (ram) B. M. Brown (cam)	Henry Kroeger (rd) B. E. Stolpe (pm) Verl D. Brewer (apm) Wm. G. Dorriss (ms)
DUBUQUE 51,223 52,920-ABC-CZ	Telegraph-Herald, 8th & Bluff Sts., Tel.: 3-6421 (e ex Sat.) 37,883 .22 Flat Sunday edition (S) 38,678 .22 Flat	(I) (AP, UP) (J) (5¢, 10¢S, 35¢w-d&S, $1.50mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Telegraph-Herald F. W. Woodward, Pres.-Pub.	H. C. Slichter (eep-e-me) Mark Dahlinger (ce)	James Geladas (ne) Mitch Milavetz (sp) Maud Grimm (we)	F. R. Woodward (gm) M. R. Kane (bm) Wm. J. Arndt (cm)	Ralph Kling (ad) Charles Allen (cam)	William Croker (pm-apm) Clarence Porter (ms)
ESTHERVILLE 6,719	News (e) 3,810 .06 Flat	(I) (AP) (7¢, 35¢w) (Inland Newspaper Representatives, Inc., and Iowa Daily Press Association)	Estherville Daily News Deemer Lee, Pub.	Deemer Lee (eep-e) Hoyt Luithly (me)	Hoyt Luithly (sp) Alice Higinbotham (we)	Deemer Lee (gm) Pat Clear (cm)	Robert N. Lee (ad)	Robert N. Lee (pm) A. J. McDonald (ms)
FAIRFIELD 7,299	Ledger, 112 E. Broadway, Tel.: 55 (e) 4,903 .07 Flat	(R) (AP) (6¢, 35¢w) (Iowa Daily Press Association)	Fairfield Daily Ledger Walter E. Williams, Pub.	Walter E. Williams (eep) Dean Gabbert (me) William R. Baker (ce)	Van Garrison (sp) Mrs. Irene Garrison (we)	Robert Riggs (cm)	James J. McGiffin (ad-mga) Ben J. Taylor (ram) Cleo Bowermaster (cam)	James J. McGiffin (pm) Dale Simmons (ms)
FORT DODGE 25,115 25,115-ABC-CZ	Messenger & Chronicle, 713 Central Ave., Tel.: 2-1211 (e) 20,944 .12 Flat	(I-R) (AP) (J) (6¢, 35¢w,) (Jann & Kelly, Inc. and Iowa Daily Press Association)	Messenger Ptg. Co. W. S. Merryman, Pub.	Walter B. Stevens (me)	Karl F. Haugen (ne)	W. S. Merryman (gm) R. M. Merryman (bm-cm)	C. F. Smith (ram)	.....
FORT MADISON 14,954	Democrat, 602 Ave. G., Tel.: 2961 (e) 6,267 .07 Flat	(I) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	The Democrat Co., Inc. W. T. Mershon, Pres.-Pub.	Richard Mershon (e) Dick Fleckenstein (ce)	Chester Brown (sp) Nada Pollpeter (we)	W. T. Mershon (gm) Wayne Keeler (cm)	W. T. Mershon (mga) W. E. Gerdes (ram) Helen Kimbrell (cam)	W. T. Mershon (pm) Wm. Timmermeyer (ms)
IOWA CITY 27,212 27,212-ABC-CZ	Iowan, Box 552, Tel.: 4191. (University of Iowa) (m ex Mon.) 3,658 .08 Flat	(I) (AP) (5¢, 25¢w) (National Advertising Service, Inc.)	Student Publications, Inc. Leslie G. Moeller, Pres. John M. Harrison, Pub.	Thomas J. Slattery (e) Susan Forse (eep) James B. Davies (ce) Donald Mitchell (me)	Dietrich Hartmann (ne) Alan Hoskins (sp) James Ney (Su) Jane M. Hubley (we)	John M. Harrison (gm) Paul B. Beard (cm) Wilbur Peterson (cd)	E. John Kottman (ad) Mel Adams (mga)	Mel Adams (apm) Arthur Schmeichel (ms)
	Press-Citizen, 319 E. Washington St., Tel.: 3181 (e) 11,928 .10 Flat	(I) (AP) (5¢, 40¢w) (West-Holliday Co., Inc. and Iowa Daily Press Association)	Press-Citizen Co., Inc. W. T. Hageboeck, Pres.-Pub.	Edwin B. Green (eep-me) Wm. L. Eginton (ce)	Ben Stearns (ne) Al Grady (sp) Caverly Wallace (we)	W. T. Hageboeck (gm) E. J. Liechty (cm)	Kenneth E. Greene (ad-mga)	Guy J. Chappell (ms)
KEOKUK 16,144 16,144-ABC-CZ	Gate City (e) 9,140 .08 Flat	(I) (AP) (6¢, 35¢w) (Iowa Daily Press Assn)	The Gate City Co. Dale E. Carrell, Jr., Vice Pres.-Asst. Pub.	Douglas Lamont (me-ce)	Douglas Lamont (ne) Donald Broekert (sp) Mary Baker (we)	R. L. Finerty (com) Paul Kirchner (cm)	F. J. Helenthal (ad-mga-ram) Lee Penniston (cam)	Dale E. Carrell, Jr. (pm) Ross Bunch (ms)
MARSHALLTOWN 19,821 20,405-ABC-CZ	Times-Republican, Tel.: 6611. (e) 12,967 .11 Flat	(I-R) (AP) (7¢, 40¢w) (Iowa Daily Press Association)	Times-Republican Ptg. Co. John W. Norris, Pres. Paul G. Norris, Jr., Pub.	Walter Hurd (eep) Paul G. Norris, Jr. (e) Warren G. Robeson (ce) Wendell R. Benson (me)	Max Van Deventer (sp) Esther Saum (we)	Paul G. Norris, Jr. (gm) Glenn G. Fields (cm)	John N. Garwood (ad) Gerald McKinney (mga) K. D. Melcher, Jr. (cam)	Leo B. Sullivan (ms)
MASON CITY 27,980 34,331-ABC-CZ 40,043-ABC Par. 28	Globe-Gazette, 121-23 E. State St., Tel.: GA 3-4270. (e) 25,215 .14 Flat	(I-R) (AP, UP) (7¢, 40¢w, $1.75mo) (Jann & Kelley, Inc., Northwest Daily Press Association and Iowa Daily Press Association)	Globe-Gazette Pub. Co. Lee P. Loomis, Pres.-Pub.	W. Earl Hall (me) Enoch Norem (asso. ed) Thor Jensen (ce)	James Van Heel (sp) Eleanor McLaughlin (we)	Lee P. Loomis (gm) R. N. Rorick (bm) I. W. Hillstrom (cm)	Maude Stackhouse (mga) Lloyd L. Geer (ram) Vern Mallo (cam)	Maude Stackhouse (pm)
MISSOURI VALLEY 3,546	Times (e ex Sat.) 2,368 .05* Flat	(I) (AP) (†) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Times Printing Co. Willard M. S. Dale and Chester B. Crouch, Pubs.	Warren E. Chamberlain (e)	.....	.....	.....	.....
	*.06 in combination with weekly Harrison County News (Friday), circulation 2,257.							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOUNT PLEASANT... 5,843	News, 207-209 W. Monroe, Tel.: 19. (e) 3,268	.055 Flat	(R) (INS) (J) (5¢, 30¢w, $1mo) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	The Mt. Pleasant News L. K. & C. S. Rogers, Pubs.	A. M. Patterson (e)	James Rose (sp) Mrs. Pearl Cochran (we)	W. K. Rogers (bm) Cecil Ross (cm)	P. C. Desenberg (mga)	.....
MUSCATINE..... 19,041 19,577-ABC-CZ	Journal, Tel.: AM 3-2331. (e) (ABC) 9,685	.08 Flat	(I) (AP) (5¢, 30¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Journal Ptg. Co. Lee P. Loomis, Pres. C. Lloyd Bunker, Sec.-Treas.	Walter Russell (eep-me) Cora Stohr (ce)	Ron Arnold (sp) Doris Westbrook (we)	Robert Bauer (bm-cm)	Margaret Griffith (mga) Carl Walter (ram) Della Miller (cam)	.....
NEVADA..... 3,763	Journal, 1133 Main, Tel.: 128 or 109. (e) 3,513	.06 Flat	(I) (AP) (5¢, 30¢w) ($1.15mo) (Iowa Daily Press Association)	Nevada Evening Journal, Inc. D. V. Hall, Pub. Dean Carey, Pres.	Nelle McNichols (ce) Donald Hall (e)	Kenneth Prideaux (sp) Nelle McNichols (we)	D. V. Hall (gm)	Donna Settle (ram) D. V. Hall (mga) Patricia Weir (cam)	William Haugsted (ms)
NEWTON..... 11,723 13,572 (Spec. Census '54) 11,723-ABC-CZ	News (e) (ABC) 7,259	.08 Flat	(R) (AP) (J) (7¢, 35¢w) (Iowa Daily Press association)	News Ptg. Co. Geo. B. Shaw, Pres. L. O. Brewer, Pub.	L. O. Brewer (eep-e) Cort Klein (me) Don Ringler (ce)	Edward Peck (sp) Edith Moore (we)	L. O. Brewer (gm) E. K. Shaw (bm) Harold Huckleberry (cm)	V. B. Hambelton (am) Donald Stubbe (cam)	E. K. Shaw (pm)
OELWEIN..... 7,858 7,858-ABC-CZ	Register (e) (ABC) 4,904	.065 Flat	(R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Register Pub. Co., Inc. L. A. Warren, Pres.-Pub.	L. A. Warren (eep-e) Ernie Eschboch (me) Fay Iverson (ce)	Russell Pigott (sp) Kaye Frazer (we)	M. H. Nicol (bm-cm)	Don Johannsen (ad-mga) Kenneth Fascher (cam)	Omar Ketchum (ms)
OSKALOOSA..... 11,124 11,124-ABC-CZ	Herald, Tel.: OR 2-2581 (e) (ABC) 7,966	.09 Flat	(R) (UP) (J) (7¢, 35¢w) (Iowa Daily Press Association)	Herald Publishing Co. A. K. Walling, Pres.-Pub.	A. K. Walling (e) DeWayne Foehlinger (ce)	Irene Moore (ne) Bruce Mathew (sp) Joyce McClure (we)	C. L. Walling (bm) Bernard Crew (cm)	Art Goshorn (ad-mga-ram)	C. L. Walling (pm) Dale Marshall (ms)
OTTUMWA..... 33,631 35,481-ABC-CZ 38,013 Par. 15	Courier, 213 E. Second St., Tel.: Mu 4-4611. (e) (ABC) 18,052	.12 Flat	(R) (AP) (6¢, 35¢w, $1.52mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Courier Ptg. Co. Lee P. Loomis, Pres. C. Lloyd Bunker, Pub.	C. S. Johnston (eep-me) Al Efner (e-ce)	Al Efner (ne) Emmett Mowery (sp) Jeannette Stein (we)	Ira F. Downing (bm) Frank Hyatt, Jr. (cm)	Matt L. Lawrence (mga-ram) Lillian Orr (cam)	Matt Lawrence (pm-apm) Earl Blanchard (ms)
PERRY..... 6,174	Chief (e) 3,978	.065 Flat	(I-R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Chief Ptg. Co. G. E. Whitehead, Pres.-Pub.	G. E. Whitehead (eep) Norman A. Still (me-ce)	Harold Bailey (sp) Bonnie Brown (we) M. Christianson (we-ne)	M. E. Dake (bm) M. Nelson (cm)	M. E. Dake (ad-mga) Don McDevitt (ram) Doris Lorenzen (cam)	.....
SHENANDOAH..... 6,938	Sentinel (e) 3,906	.065 Flat	(R) (UP) (5¢, 30¢w) Iowa Daily Press Assn.)	Sentinel Pub. Co. W. D. Archie, Pres.-Pub.	R. K. Tindall (me-ce)	.....	.....	Harry Zickefoose (ad)	.....
SIOUX CITY..... 83,991 90,639-ABC-CZ 100,121-ABC Par. 15	Journal (m) (ABC) 56,354 Journal-Tribune (e) (ABC) 20,537 Combined daily (me) (ABC) 76,891 .30 Flat Journal (S) (ABC) 57,956 .28 Flat	(I) (AP) (10¢ city, 25¢ w) (Jann & Kelley, Inc., Iowa Daily Press Assn.)	Journal-Tribune Pub. Co. W. R. Perkins, Pres.-Pub.	Erwin Sias (eep) Willis Forbes (me)	Harry K. Whitted (day ne) M. E. Burnette (night ne) Richard Sullivan (Su) Alex Stoddard (sp) Editha Webster (we)	W. R. Perkins (gm-bm) Orien E. McDaniel, (cm)	Walter Sotherland (ad) Clyde Van Dyke (ram) Dan Weidert (cam)	John Goettsch (pm) Dave Dryden (ms)
SPENCER..... 7,446	Reporter, Tel.: 375-376-666 (e ex Sat.) 6,421 .075 Flat Sunday Times (S) 6,572 .08 Flat	(I) (AP) (J) (7¢, 35¢w) (Perry A. Allen, Press Assn. and Iowa Daily Press Assn.)	Spencer Pub. Co. George H. Williams, Pres. R. R. Jackson, Vice-Pres.	Jim Campbell (eep-e) Ken Brown (ce) Robert Hentges (me)	Gene Anderson (sp) Rose Olson (we)	B. B. Jackson (gm) Tom McGreevey (cm)	J. D. White (ad) Charles Curtis (cam)	James Johnson (ms)
VINTON..... 4,307	Cedar Valley Times (e) 4,388	.065 Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Iowa Daily Press Association)	Kruse Pub. Co.	M. P. Kruse (eep-e)	Richard Woods (ne-sp-we)	Frank B. Kruse (bm) Nina Smith (cm)	John N. Drilling (mga) Nina Smith (cam)	Frank B. Kruse (apm)
WASHINGTON..... 5,902 5,902-ABC-CZ	Journal, 111 N. Marion, Tel.: 6 or 54 (e) (ABC) 4,234	.07 Flat	(I-R) (UP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Elder, Shannon & Co. R. E. Shannon, Pres.-Pub.	R. E. Shannon (eep) Bruce C. Cowden (e) Charles Morris (ce)	Charles Morris (ne)	R. E. Shannon (gm) David R. Elder (bm)	Wm. J. Shannon (ad-mga-ram) Dorothy Marston (cam)	Howard Hazen (ms)
WATERLOO..... 65,198 85,442-ABC-CZ 100,878-ABC Par. 15	Courier, 501 Commercial, Tel.: AD 4-7711. (e ex Sat.) (ABC) 49,222 .27 Flat Sunday edition (S) (ABC) 49,712 .27 Flat	(I-R) (AP, INS) (6¢, 10¢S, 40¢w) (Story, Brooks & Finley, Inc.)	W. H. Hartman Co. John P. von Lackum, Pres. Robert J. McCoy, Pub.	Robert J. McCoy (eep-e) F. E. Thorne (me) Kenneth Murphy (ce)	Robert J. McCoy (Su) Al Ney (sp) Phyllis Singer (we)	Robert J. McCoy (gm) Ralph Klotzbach (off. mgr.) Hugh Patterson (cm)	T. E. Stevens (ad-mga-ram) Helyn Knief (cam)	Hugh Patterson (pm) T. E. Stevens (apm)
WEBSTER CITY..... 7,611 7,611-ABC-CZ	Freeman-Journal, 720 Second St., Tel.: 1300 (e) (ABC) 4,427	.07 Flat	(I-R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Webster City Publishing Co. George B. Shaw, Pres. W. J. Carmichael, Pub.	Max Maxon (me)	Max Maxon (ne) Merle Loper (sp) Clara Madsen (we)	W. J. Carmichael (gm-bm) Don Powers (cm)	Robt. Cranston (ad-mga-ram) Robt. Luckey (cam)	Robt. Cranston (pm-apm)

KANSAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABILENE..... 5,775 5,922 (State census '53) 7,019 Co. Assess. 5,755-ABC-CZ	Reflector-Chronicle, 200 N.W. 3rd, Tel.: 604 or 605 (e) (ABC) 4,374	.06 Flat	(R) (AP) (J) (5¢, 20¢ w) (Inland Newspaper Representatives, Inc.)	R. C. Publishers, Inc.	Henry B. Jameson (e) Steve Van Cleve (ce)	Mrs. Faye Taylor (we)	Henry B. Jameson (gm) Lester Green (cm)	John Rieck (am)	.....
ARKANSAS CITY..... 12,903 14,486 (State census '57 12,903-ABC-CZ	Traveler, 124 E. Washington, Tel.: 2300 (e ex Sat.) (ABC) 6,578	.07 Flat	(I-R) (AP) (J) (5¢, $1.10mo) (Arthur H. Hagg & Associates, Inc.)	Traveler Pub. Co. (a Stauffer publication) O. S. Stauffer, Pres.	Rex Woods, Jr. (eep-e-me) Brian Coyne (ce)	Bob Patterson (sp) Margaret Flick (we)	Rex Woods, Jr. (gm-bm) Verda Tuggle (cm)	James B. Austin (ad) Walter Bishop (ram)	Charles Coffelt (ms)
ATCHISON..... 12,792 12,566 (State census '53) 12,892-ABC-CZ	Globe (e ex Sat.) (ABC) 6,992 Sunday edition (S) (ABC) 7,053	.08 Flat .08 Flat	(I) (AP) (ROP-1) (5¢, 10¢S, 25¢w) (Southwest Dailies)	Globe Pub. Co., Inc. Paul Allingham, Pres.-Pub.	Al Bennett (eep-e-me) Cotton O'Neill (ce)	Al Bennett (ne-Su) John Buckley (sp) Winney Allingham (we)	Ed Harris (cm)	Harvey Buckley (ad-ram) Paul Allingham (mga) Don Frederick (cam)	Paul Allingham (pm) Cecil Worrell (ms)
AUGUSTA..... 4,483 6,211 (State census '55)	Gazette, 415 State, Tel.: 327 (e) 2,118	.045 Flat	(I) (5¢, 75¢mo) (Inland Newspaper Representatives, Inc.)	Gazette Pub. Co. H. G. Hutcheson, Pres.	Bertha B. Shore (e) H. G. Hutcheson (eep-me)	H. G. Hutcheson (ne) Bill Schul (sp) B. B. Shore (we)	.....	H. G. Hutcheson (ad-mga-ram) Margaret Thomas (cam)	.....
BELOIT..... 4,085 3,945 (State census '54)	Call (e ex Thurs) 2,500 (e and Thurs.) 3,117	.03 Flat .04	(I) (AP, Kansas Press Assn.) (J) (5¢) (Inland Newspaper Representatives, Inc.)	Alan B. Houghton and Delmar L. Wicks, Pub.	Alan B. Houghton (me)	.....	.....	.....	.....
BURLINGTON..... 2,304 2,260 (State census '53) 2,304-ABC-CZ	Republican (e) (ABC) 2,435*	.04 Flat	(I-R) (J) (†) (5¢, 15¢ w) (Inland Newspaper Representatives, Inc.)	Bill Batdorf and Floyd S. Ecord, Pub.	.....	Bill Batdorf (me) Harry O. Ritter, Jr. (sp)	Floyd S. Ecord (bm) Harry O. Ritter, Jr. (cm)	.....	J. E. Weigand (ms)

*Mar. 31, 1957

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
CANEY 2,876 2,867 (State census '53)	Chronicle, 128 W. Fourth, Tel.: 57. (e ex Sat.) 1,268* .04 *Sept. 30, 1956 (Latest reported)		Flat (R) (J) (5¢, 60¢mo) (none)	H. K. George, Pub.	H. K. George (eep-e-me-ce)	H. K. George (ne)	H. K. George (bm)	H. K. George (ad)	H. K. George (pm)
CHANUTE 10,109 10,401 (State census '57) 10,109-ABC-CZ	Tribune, 15 S. Highland, Tel.: 17 (e) 5,946 .07		Flat (I) (AP) (5¢, 30¢w)	Chanute Pub. Co. E. W. Johnson, Pres.-Pub.	Ernest W. Johnson (eep-e-me)	Dwight Wallingford (ne) Keith Wright (sp) Jane Moore (we)	E. W. Johnson (gm) Fay Clopine (cm)	James E. Sheridan (ad-mga-ram) Dorothy Pilkington (cam)	T. O. Ward (ms)
CHERRYVALE 2,952 3,735 (State census '53)	Republican, 108 N. Neosho, Zone 1, Tel.: 88 (e) 1,605 .03		Flat (I) (AP) (J) (10¢) (Inland Newspaper Representatives, Inc.)	Ray S. Francis, Pub.	Ray S. Francis (e)				
CLAY CENTER 4,528 4,454 (State census '53)	Dispatch, 429 Court, Tel.: 227 (e) 3,711 .05		Flat (I-R) (AP) (J) (5¢, 70¢ mo) (Inland Newspaper Representatives, Inc.)	Clay Center Pub. Co. H. E. Valentine, Pub.	H. E. Valentine (eep-e-me)	Ruth Love (ne) Harold Rosiska (sp) Mary Heard (we)	H. E. Valentine (gm) Dean Hixon (bm) Dot Warders (cm)	Dean Hixon (ad)	H. E. Valentine (pm) Lloyd Kimbrough (ms)
COFFEYVILLE 17,113 18,121 (State census '57) 17,113-ABC-CZ	Journal (e ex Sat.) 10,094 .10 Sunday edition (S) 10,121 .10		Flat (I) (AP) (J) (5¢, 10¢S, 30¢w) (none) Flat	Coffeyville Pub. Co., Inc. R. M. Seaton, Pres.-Pub.	R. M. Seaton (e) Clyde Walthall (eep-me)	Kieth Noll (ne) Dale Hicks (sp) Jo Jaminet (we)	R. M. Seaton (gm) Robert L. Pratt (bm) Robert Moffatt (cm)	James Findley (ad) Dean Lanning (cam)	W. A. Goldsmith (ms)
COLUMBUS 3,490 3,860 (State census '53)	Advocate, 134 N. Kansas, Tel.: 21 or 42 (e) 2,793 .045		Flat (R) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	W. W. Goodwin, Pub.	W. W. Goodwin (e)	Mona Tanner (ce)		Larry Ricketts (ad-bm)	Dean Strahan (ms)
CONCORDIA 6,901 6,988 (State census '53)	Blade-Empire (e) 3,802 .06		Flat (R) (AP) (J) (5¢) (none)	Blade-Empire Pub. Co. Art Lowell, Pres.-Pub.	Art Lowell (eep) Lillie Cook (e-me-ce)	Clarence Taylor (we)	Art Lowell (gm-bm) Raymond Eustice (cm)	W. B. Tyler (ad)	Lee D. Shrouf (ms)
COUNCIL GROVE 2,722 2,760 (State census '53)	Republican (e ex Sat.) 2,493 .04		Flat (R) (AP) (†) (J) (5¢) (none)	J. B. Lawrence and Don A. McNeal, Pubs.	Don A. McNeal (me)	Don A. McNeal (sp) Beverly Croskey (we)	Don A. McNeal (bm-cm)	Charles H. Cutler (mga)	
DODGE CITY 11,262 12,067 (State census '57) 11,657-ABC-CZ	Globe, Globe Building, Tel.: HU 3-4151 (e) 7,165 .09		Flat (R) (AP) (5¢, $1.25 mo) (Southwest Dailies)	The Globe Pub. Co. Jess Denious, Jr., Pres.-Pub.	D. L. Miller (eep-me) Jess Denious, Jr., (e)	Jess Denious, Jr. (ne) Everett Montgomery (sp) Paula Able (we)	Trohman Robinson (bm) Hywanna Nicholson (cm)	Trohman Robinson (mga) James Lewallen (cam)	Jess Denious, Jr. (pm)
EL DORADO 11,037 13,573 (State census '56)	Times (e) 5,955 .07		Flat (R) (AP) (J) (5¢, 25¢w, $1.10mo) (Southwest Dailies)	Times Pub. Co. E. F. Adams, Pres.	R. A. Clymer (e)	L. P. Klintworth (ne)	R. A. Clymer (gm) J. M. Arnold (cm)	R. A. Thompson (mga)	O. F. Huttenhoff (ms)
EMPORIA 15,669 15,051 (State Est. '56) 15,669-ABC-CZ	Gazette, 517 Merchant St., Tel.: 48 (e) 8,544 .09		Flat (R) (AP) (J) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The White Corp., Inc. W. L. White, Pres.-Pub.	E. T. Lowther (eep) W. L. White (e) T. F. McDaniels (me-ce)		E. R. Barr (bm)	Wilma Dabbs (mga) Paul R. Palmer (ad-ram)	Geo. Wathen (ms)
FORT SCOTT 10,335 10,099 (State census '53) 10,335-ABC-CZ	Tribune-Monitor (e) 6,126 .07		Flat (I) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Tribune-Monitor Co. G. W. Marble, Pres.-Pub.	G. W. Marble (eep-e) Frank Reeds (ne)	Fred Ury (sp) Marion Amott (we)	G. W. Marble (gm-bm) Jack Fairfield (cm)	Ted Smith (ad)	Frank Decker (ms)
FREDONIA 3,257 3,293 (State census '53)	Herald (e ex Sat.) 2,488 .04		Flat (I) (AP) (J) (5¢) (none)	B. S. Hudson, Pub.			Ben S. Hudson (gm)		
GARDEN CITY 10,905 10,770 (State census '53)	Telegram, 113 E. Chestnut, Tel.: 3232 (e) 5,315 .07		Flat (R) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Telegram Pub. Co. Robert Wells, Pres.	Paul Murphy (e-eep)	John Frazier (sp) Pat Finney (we)	Robert Wells (gm)	Marvin Smith (ad-mga-ram-cam)	M. W. McFarland (ms)
GOODLAND 4,690 4,512 (State census '53)	News (e ex Sat.) 2,607 .05		Flat (I) (AP) (J) (†) (5¢ 10¢S, 65¢mo-d&S)	Goodland Daily News B. G. Robinson, Pub.	B. G. Robinson (eep-me)	B. G. Robinson	B. G. Robinson (gm-bm-cm)	S. Mervin Gulick (ad-mga-ram-cam)	B. G. Robinson (pm) S. Mervin Gulick (apm)
GREAT BEND 12,665 15,128 (State census '53) 14,723-ABC-CZ 15,078-ABC Par. 28	Tribune, 2012 Forest, Tel.: GL 3-4211 (e ex Sat.) 9,195 .09 Sunday edition (S) 9,162 .09		Flat (I-R) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Southwest Dailies) Flat	Tribune Pub. Co. Will L. Townsley, Russell T. Townsley, Helen T. Coogan (partnership)	Will L. Townsley (e) Paul R. Conrad (ce)	Dorothy Bowman (we)	Ben H. Emerson (gm) Chris Hildenbrandt (cm)	Ben. H. Emerson (ad) J. Sullentrop (mga) Jim Barnhill (ram)	
HAYS 6,025 9,486 (State census '53) 10,251 C of C Est. '56)	News, 106 E 11th, Zone 8, Tel.: 4-3421 (e ex Sat.) 6,537 .07 Sunday edition (S) 6,537 .07		Flat (I) (AP) (J) (5¢, 10¢S, 25¢w-d&S, $1.00 mo) Flat	The News Pub. Co. Frank Motz, Pres.-Pub.	Frank Motz (eep-e me) Jake Lawson (ce)	Jake Lawson (ne-sp) Frank Motz (Su) Leota Motz (we)	Frank Motz (gm) Albert A. McFarlin (bm) Howard Wasinger (cm)	Calvin Nelson (ad-mga) Eleanor Herzog (ram-cam)	Calvin Nelson (pm-apm) Lawrence Campbell (ms)
HIAWATHA 3,294 3,414 (State census '53	World (e) 3,041 .05		Flat (I) (AP) (J) (5¢) (none)	World Pub. Co. Mrs. Nellie Herbert and Ewing Herbert, Jr., Co-Pubs.	Ewing Herbert, Jr. (e)		Ewing Herbert, Jr. (gm) Mrs. Nellie Herbert (cm)		
HUTCHINSON 33,575 37,491 (Co. Assess. '57) 37,749-ABC-CZ 40,315-ABC Par. 15	News, 300 W. Second, Tel.: MOhawk 2-3311 (d ex Sat.) 53,273 .22 Saturday edition (Sat.) (m) 52,897 .22 Sunday edition (S) 53,985 .22		Flat (I) (AP) (5¢, 15¢S, 35¢w, $1.50mo) (Jann & Kelley, Inc.) Flat Flat	Hutchinson Pub. Co. John P. Harris, Pres.-Pub. Peter M. Macdonald, Ass't. Pub.	John P. Harris (eep-e) E. Lawson May (exec. ed.) John McCormally (me-am) Herbert T. Waggoner (me-pm)	Fred Wulfekuhler (Su) Fred Mendell (sp) Dorothy Greve (we)	J. M. Drake (Off. mgr.) George Alden (cm)	Kenneth MacPherson (ad) James W. Fehrenbach (mga) Dwight McCreight (cam)	M. R. Stevens (ms)
INDEPENDENCE 11,335 37,076 (State Est. '56) 11,335-ABC-CZ	Reporter, 121 S. 6th St., Tel.: 1 (e ex Sat.) 6,349 .07 Sunday edition (S) 6,400 .07		Flat (I-R) (AP) (J) (5¢e, 10¢S, 30¢w, $1.30 mo) (Southwest Dailies) Flat	The Reporter Pub. Co., Inc. Herbert A. Meyer, Jr., Pres.-Pub.	Herbert A. Meyer, Jr., (eep-e) Marion S. Boner (me)	Dick Hardy (sp) Mrs. Barbara Combs (we)	Herbert A. Meyer, Jr. (gm) Jack Hively (cm)	E. H. Marshall (ad-ram-mga) Mrs. Dianne Pierceall (cam)	H. A. Meyer, Jr. (pm) E. A. Hunt (apm) Ray Rayburn (ms)
IOLA 7,094 6,912 ('57 Assessors' Cen.)	Register, 302 S. Washington, Tel.: 18 (e) 4,553 .05		Flat (I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (none)	The Iola Register Angelo Scott, Pub.	Angelo Scott (eep-e) E. E. Lynn (ce)	E. E. Lynn (ne) Bud Roberts (sp) Mrs. B. Lawrence (we)	Angelo Scott (gm-bm) Ray Blohm (cm)	Jack Hastings (mga) Floyd Green (ram)	A. Alexander (ms)
JUNCTION CITY 13,462 16,121 (State census '57) 19,857-CZ-Loc. Est.	Union, 108 W. 8th, Tel.: CE 8-5124 (e) 6,821 .08		Flat (I) (AP) (5¢, 30¢w, $1.30 mo) (Inland Newspaper Representatives, Inc.)	John D. Montgomery, Pub.	Harold Taylor (ce)	Michael Lough (sp) Marianne Neal (we)	Lee Rich (gm) John Viater (cm)	Wm. Kelley (ad)	John Cronin (prod. m)
KANSAS CITY 129,553 131,311 (State census '57) 131,675-ABC-CZ	Kansan, 901-3 N. 8th St., Tel.: DRexel 1-4300 (e) 29,894 .19 Sunday edition (S) 29,948 .19		Flat (I) (UP) (5¢, 15¢S, 25¢w) (Jann & Kelley) Flat	The Stauffer Publications, Inc. Oscar S. Stauffer, Pres.	John H. Stauffer (eep-e) C. H. Nohe (me) John E. Riley (ce)	John Thomson (sp) Ruth Burns (we)	John H. Stauffer (gm-bm) C. R. Stutzman (cm)	H. L. McKee (ad) Mahlon S. Weed (mga) James Brosius (ram) Loyd Kussman (cam)	Lowell Baird (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LARNED 4,447 5,242-'57 Est.	Tiller & Toiler (e ex Sat.) 3,074	.05 Flat	(D) (J) (5¢, 65¢mo) (none)	The Tiller & Toiler Mrs. Leslie Wallace, Pub.	Harold C. Evans (eep-e-me-ce)	Neil Black (we)		Don Wm. Foster (mga)	Causby H. Blunt (ms)
LAWRENCE 23,351 26,030-ABC-CZ 27,161-ABC Par. 15	Journal-World, 6th & New Hampshire, Tel.: VI 3-1000 (e) (ABC) 10,192	.10 Flat	(AP) (J) (5¢, 30¢w, $1.25mo) (Burke, Kuipers & Mahoney, Inc.)	The World Co. Dolph Simons, Pres.-Pub. Dolph C. Simons, Jr., (Assoc. Pub.)	Dolph Simons (e) Bill Mayer (me) Jack Zimmerman (ce)	Jack Zimmerman (ne) Earl Morey (sp) Genevieve Balyeat (we)	Dolph Simons (gm) Leo Eller (bm) Jack Mehaffey (cm)	Ernest Pontius (ad) Norma Thomas (cam)	Dolph C. Simons, Jr. (pm) E. V. Fewel (ms)
LEAVENWORTH 20,579 22,145 (State census '56) 27,066-ABC-CZ	Times, 416-22 Seneca, Tel.: MU 2-0305 (e ex Sat.) (ABC) 9,826 Sunday edition (S) (ABC) 10,051	.09 Flat .09 Flat	(R) (AP) (5¢, 5¢S, 25¢w) (Arthur H. Hagg & Associates)	Daniel R. Anthony, III, D. R. Anthony, IV, Co.-Pubs.	R. E. Embleton (eep)	D. R. Anthony, IV (ne) Gilbert Smith (sp) Laura Scheerer (we)	John H. Johnston (gm)	John H. Johnston (mga) J. Krueger (cam)	L. Gorskiewicz (ms)
LIBERAL 8,947 11,051 (State census '57)	Southwest Times, 16-18-20 S. Kansas Ave., Tel.: MA 4-2541 (e) 5,630	.07 Flat	(R) (AP, UP) (J) (5¢d, 30¢w, $1.25mo) (Inland Newspaper Representatives, Inc.)	The Southwest Ptg. & Off. Supply Co., Inc. Kenneth J. Powell, Pres.-Pub.	Kenneth J. Powell (e-me) Arnold Ericson (ce)	Arnold Ericson (ne) Dan Parkinson (sp) Mrs. Maurine Tate (we)	Kenneth J. Powell (gm) Bert H. Powell (bm) Allen Branch (cm)	Earl H. Bondurant (ad-mga-ram-cam)	Wm. R. Shelton (ms)
LYONS 4,545 4,744 ('56 Agr. State Est.)	News, 210 West Commercial, Tel.: 51 (e ex Sat.) 2,977	.05 Flat	(I) (AP) (J) (3¢, 65¢mo) (none)	Lyons Pub. Co.	S. H. Jones (eep) Howard Chennel (ce)	Emily Taylor (we)	S. H. Jones (gm) Paul E. Jones (bm)	John Sayler (ad)	
McPHERSON 8,689 (City) 9,083 ('57 Agr. Cen.) 23,344 (County) 10,074 (CZ '57 Est.)	Republican, 103 S. Main, Tel.: 98 (e) 4,978	.07 Flat	(I-R) (AP) (NANA) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	K. R. Krehbiel, d.b.a. McPherson Republican, Unincorporated	K. R. Krehbiel (eep) L. E. Lindell (ce)				T. N. Canfield (ms)
MANHATTAN 19,056 18,165 ('56 State Est.)	Mercury, 112-114 North 4th St., Tel.: PRescott 6-8805 (e ex Sat.) 9,098 Sunday edition (S) 9,098	.09 Flat .09 Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. R. M. Seaton, Pres.	Wm. Colvin (eep-e-me) Jack Woodman (ce)	Max Good (ne) Richard Fensler (sp) Charlotte Mutschler (we)	Leon Sanders (gm) Turner Depenbrink (cm)	Leon Sanders (ad) Paul W. Streeter (mga) Leon Sanders (ram)	Merle Rees (ms)
NEODESHA 3,723 4,099 (State census '53)	Sun (e ex Sat.) 2,025	.04 Flat	(I) (AP) (5¢) (none)	Paul A. Guess, Pub.	Paul A. Guess (eep-e-me) E. T. Morgan (ce)	E. T. Morgan (ne-sp) Dorothy R. Guess (we)	Paul A. Guess (gm-bm-cm)	Paul A. Guess (ad-mga-ram)	Lauren E. Butts (ms)
NEWTON 11,590 14,170 (State Cen. '57)	Kansan, 121 West 6th, Tel.: ATwater 3-1500 (e) 5,991	.07 Flat	(I-R) (AP) (J) (5¢, $1.10mo) (Southwest Dailies)	Newton Publ. Co., Inc. John H. Stauffer, Pres.	C. W. Kirton (e)	P. S. Rosenberg (sp) Carol Angood (we)	Jack Lander (gm) W. T. Bolin (cm)	Homer Owens (ad)	R. P. Burnette (ms)
NORTON 3,384 3,419 ('57 Agr. Cen.)	Telegram, 215 S. Kansas, Tel.: 223 (e) 3,162	.05 Flat	(I) (AP) (5¢) (Inland Newspaper Representatives, Inc.)	Elton and Effie Mae Carter Owners	Ken Johnson (e)	Ken Johnson (ne) Wilmeth Kirk (sp) Peggy Burnham (we)	Elton Carter (gm) Viola E. Burnham (cm)	Don Ward (ad)	
OTTAWA 10,081 10,706 ('56 Agr. Cen.) 11,281-ABC-CZ	Herald, 106-108 S. Main, Tel.: 47, 48, 49 (e) (ABC) 6,317	.07 Flat	(I) (AP, CT-NYN) (5¢, 30¢w)	The Ottawa Herald Inc. W. G. Snedaker, Pub.-Pres.	Robt. Wellington (e)	L. W. Phillips (ne) Mrs. Lois Smith (we)	W. G. Snedaker (gm) Mrs. Leona Jones (cm)	Don Shipman (mga-ram)	Gene Ramsey (ms)
PARSONS 14,750 13,600 ('56 Agr. Cen.) 14,750-ABC-CZ	Sun, 217-19 S. Central, Tel.: 112 (e) (ABC) 8,958	.09 Flat	(I-R) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Sun Pub. Co. Clyde M. Reed, Jr. Pres.-Pub.	Clyde M. Reed, Jr. (e) Martin Thomas (me) James Davis (ce)	Dale Mullen (sp) Martha Mahaffey (we)	Max Nutt (bm) James W. Ramsdell (cm)	Rae Drenner (ad) Max Nutt (mga) Pearl Brennecke (cam)	Frank Power (ms)
PITTSBURG 19,341 19,450 (State census '57)	Sun, 7th and Locust (m ex Mon.) 8,315 Headlight (e) 5,246 Combined daily (me) 13,561 .11 Flat Sun (S) 8,315 Evening & Sunday (eS) 13,561 .11 Flat	(I-R) (AP) (5¢, 5¢S, 25¢w) (Burke, Kuipers & Mahoney, Inc.)	Pittsburg Pub. Co. O. S. Stauffer, Pres. F. W. Brinkerhoff, Pub.	F. W. Brinkerhoff (eep-e) K. L. Simons (me) Richard Carr (ce-H)	H. O. Taylor (Su) Donna McCullough (we)	F. W. Brinkerhoff (gm-bm) D. E. Slagle (cm)	E. D. Ward (ad-mga) Mary Simion (cam)	E. D. Ward (pm) A. N. Simion (ms)
PRATT 8,196 8,333 ('56 State Est.)	Tribune, 319 S. Ninnescah, Tel.: 1223 (e) 5,411	.08 Flat	(I-R) (AP) (5¢, 30¢w) (Scheerer & Co.)	Tribune Pub. Co., Inc. Ray F. Barnes, Pres. Robert L. Cribb, Pub.	Robert I. Lauffer (e) Dick Holdren (ce)	Dick Holdren (sp) Ozelle Baker (we)	Robert L. Cribb (gm-bm) Ralph Osborn (cm)	Robt. Crabill (ad-mga-ram)	Marcus Damon (ms)
RUSSELL 6,483 6,663 (State census '53)	News, 127 W. 8th St., Tel.: HUdson 3-2116 (e) 3,859	.06 Flat	(I) (UP) (J) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Russell Pub. Co., Inc. Russell T. Townsley, Pres.-Pub.	Russell T. Townsley (eep) Webster Hawkins (e-me-ce)	Webster Hawkins (ne-sp) Mrs. Ann Schuler (we)	Allan D. Evans (gm-bm) Mrs. Richard Sheridan (cm)	Allan D. Evans (nad-mga-ram-cam) Carl Nelson (Loc. am)	Allan D. Evans (pm-apm) W. A. Dawson (ms)
SALINA 26,176 33,539 ('56 Agr. Cen.) 26,176-ABC-CZ 35,327 ABC Par. 15	Journal, 201 W. Iron Ave., Tel.: TAylor 3-6363 (e ex Sat.) (ABC) 26,907 Sunday edition (S) (ABC) 27,241	.15 Flat .15 Flat	(I) (AP) (5¢, 10¢S, 30¢w-d&S, $1.30mo) (Jann & Kelley, Inc.)	Salina Journal, Inc. Whitley Austin, Pres. & G. M.	Whitley Austin (eep-e) Glenn Williams (me) Fred Brooks (ce)	Glenn Williams (ne) Fred Brooks (Su) Bill Burke (sp) Jacquelyn Eves (we)	M. W. Watkins (cm)	Fred Vandegrift (ad) E. F. Laubengayer (cam)	O. L. Kearney (ms)
TOPEKA 78,791 216,952 (State census '54) 96,877-ABC-CZ 110,041-ABC Par.15	Capital—Journal, Eighth & Jackson, Tel.: FLanders 7-4421 (m) (ABC) 64,538 State Journal (e) (ABC) 24,672 Combined daily (me) (ABC) 89,210 Capital (S) (ABC) 65,937	.31 Flat .18 Flat .35 Flat .31 Flat	(I) (AP, INS, UP) (C-5¢, 15¢S, 45¢w-d&S, $1.95mo; SJ-5¢, 30¢w-d, $1.30mo) (AP) (Jann & Kelley, Inc.)	Topeka Newspaper Ptg. O. S. Stauffer, Pres-Pub. Stauffer Publications. Oscar S. Stauffer, Pres.-Pub.	Jim Reed (e) Milton Tabor (eep-me) Chas. G. Pearson (ce) Joe Lee (eep) Tom Kiene (me) Lee Porter (ce)	Bob Riley (ne) John Watson (Su) Dick Snider (sp) Ada Montgomery (we) Bernice Milne (we)	Stanley H. Stauffer (gm) James M. Rankin (cm)	Robert I. Peele (ad) Foster Scott (mga) Lee Johnson (cam)	Foster Scott (pm) Vern Williams (ms)

NOTE: The Topeka Capital and the State Journal are corporately and editorially separate, but operate their business, advertising, circulation and mechanical departments under a joint publishing company known as the Topeka Newspaper Printing Company with Oscar S. Stauffer, President, James M. Rankin and Stanley H. Stauffer, Vice-presidents; L. H. Schenck, secretary; F. G. Shirely, treasurer; Stanley H. Stauffer, general manager; Harold Hult, country circulation manager; Dale Kelly, city circulation manager; Robert I. Peele, advertising director; Foster Scott, National advertising manager; Lee Johnson, classified advertising manager; and Vern Williams, mechanical superintendent.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WELLINGTON 7,747 9,102 (State census '56) 6,016-ABC-CZ	News (e) (ABC) 3,863	.055 Flat	(I-R) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Wellington Pub. Co. Stewart Newlin (Owner)	Stewart Newlin (e)	W. Robert Washburn (ne) Wm. Whistler, Jr. (sp) Carolyn Epperson (we)	Stewart Newlin (gm) Mrs. Stewart Newlin (cm) Mrs. Lela Oglesby (bm)	Richard Dawes (ad)	C. Dale Hull (ms)
WICHITA 168,279 216,952 ('54 State Cen.) 201,231-ABC-CZ 259,787-ABC Par.15	Beacon, 825 E. Douglas, Zone 1, Tel.: FOrest 3-2211 (e) (ABC) 99,080 Sunday edition (S) (ABC) 129,437 Evening & Sunday (eS) (ABC) 228,517	.40 Flat .45 Flat .68 Flat	(I) (AP) (AP Photo Fax) (CT-NYN, NYT, RN) (INS) (5¢d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Beacon Newspaper Corp., Inc. M. M. Levand, Pres.-Elliott Levand, Vice-Pres.	Mark Clutter (eep) E. C. Wallace (me) Richard Webster (ce)	Joe Gilmartin (sp) Mary Ellis (we)	M. M. Levand (gm) Jack Levand (bm) Dick Kucharo (cm) J. J. Crittenden (com)	Marvin Levand (mga) Paul Schlintz (ram) John Mileham (cam)	James Levand (pm) W. E. Fulgroat (ms)
	Eagle, 201 S. Market, Zone 1, Tel.: AM 2-4431 (m) (ABC) 102,894 Eagle (e) (ABC) 73,678 Combined daily (me) (ABC) 176,572 Sunday edition (S) (ABC) 122,290 Evening and Sunday (eS) (ABC) 195,968	.45 Flat .40 Flat .55 Flat .45 .65 Flat	(I) (AP, UP) (J) (5¢d, 10¢S, 55¢w-m, e&S, $2.40mo) (O'Mara & Ormsbee, Inc.)	Wichita Eagle Publishing Co., Inc. Marcellus M. Murdock, Pres.-Pub. Clyde W. Speer, Exec. Vice-Pres.	Lester Kimmel (eep) R. M. Long (ex. e M & E) Earl Shaw (me-E) Ted Hammer (ce-M) Arch O'Bryant (ce-E)	Carey D. Granger (ne) Sam Kiefner (ne) Paul A. Lightner (sp-M) Bill Hodge (sp-E) Mary McLean (we)	Marcellus M. Murdock (gm) Jack Speer (bm) Frank W. Long (cm)	Britt Brown (ad) Joe Beemiller (mga) S. T. Sandberg (ram) Vernon Wood (cam)	Jerry Kemper (pm) Glenn Cummins (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WINFIELD 10,264 10,720 ('56 State Est.) 10,264-ABC-CZ	Courier (e) 6,262 .07	Flat	(I-P) (J) (5¢, $1.20 mo) (Inland Newspaper Representatives, Inc.)	Winfield Pub. Co., Inc. Fred A. Seaton, Pres. W. W. Keith, Pub.	W. W. Keith (e) Chas. O. Booth (me)	Harry L. Hart (sp) Maudine Bonks (we)	W. W. Keith (gm) B. L. Ledgerwood (cm)	Nelson Bridge (ad-mga-ram) Mary Lou Conrod (cam)	Edmund Walker (ms)

KENTUCKY

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
✓ ASHLAND 31,131 40,930-ABC-CZ	Independent, 224-26 17th St., Tel.: EA 4-2136 (e) 17,118 .11 Sunday edition (S) 18,110 .12	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢w) (Ralph R. Mulligan)	Ashland Pub. Co. B. F. Forgey, Ch. of the Board J. T. Norris, Pres. R. A. McCullough, Vice-Pres.	J. T. Norris (e) R. A. McCullough (assoc e) J. T. Norris, Jr. (me)	John McGill (sp) Juanita Brooks (we)	J. T. Norris (gm) E. J. Scott (cm)	R. L. Mobayed (ad) Sue K. Shanklin (mga) C. J. Fox (cam)	R. L. Mobayed (pm-apm) Wm. B. Williams (ms)
✓ BOWLING GREEN 18,347 24,057-ABC-CZ 27,661-ABC Par 15.	Park City News, 813 College St., Tel.: VI 3-4321 (e ex Sat.) 10,364 .10 Sunday edition (S) 11,116 .10	Flat Flat	(I-D) (AP) (*S) (J) (5¢d, 10¢S, 35¢w) (Wallace Witmer Co.)	News Pub. Co. J Ray Gaines and John B. Gaines, Pubs.	J. Ray Gaines (eep-e) Herb Wallace (me) Bill Skinner (ce)	W. O. Skinner (ne) Bert Borrone (sp) Elizabeth T. Thomas (we)	John B. Gaines (gm-bm) S. Willoughby (cm) David Stinson (c)	Jerry Mayes (ad) John B. Gaines (mga) Marilee Jackson (cam)	Max H. Jackson (ms)
CORBIN 7,744	Tribune (e ex Sat.) 4,760 .06 Times (S) 4,792 .06 Combined edition (eS) 9,552 .11	Flat Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w-d&S) (Bottinelli Kimball, Inc.	The Corbin-Times-Tribune, Inc. J. Springer Robinson, Pres. John L. Crawford, Pub.	John L. Crawford (e) James O. Crawford (me)	James O. Crawford (Su) Foley Ruggles (sp) Juanita Cobb (we)	Jack Thurston (cm)	James O. Crawford (ad-ram) Foley Ruggles (cam)	Kenneth Mauney (ms)
✓ COVINGTON 64,452	Cincinnati Enquirer (Kentucky edition) (m) 27,787 .14 Sunday edition (S) 38,430* .29	.11 Flat	(I) (AP, UP, INS) (7¢ 20¢S, 42¢w-6 days, 62¢w-d&S) (Moloney Regan & Schmitt, Inc.)	Cincinnati Enquirer Roger H. Ferger, Pub.	Hall Metzger, Jr. (me) Everett W. Smith (ce)	Howard E. Balliett (ne)	Charles Staab (bm) A. Robert Oehler (cd)	Stanley A. Ferger (ad) Lewis Beman (mga)	
	*Total net press run Publisher Statement Sept. 30, '57. Net paid circ. not specified but included in Cincinnati Enquirer total.								
	Kentucky Post (Kentucky edition of Cincinnati Post), 421 Madison Ave., Tel.: HE 1-1700 (e) 39,709* .14	Flat	(I) (SHNA, UP) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen Adv. Dept.)	E. W. Scripps Co.	Carl A. Saunders (e-me) Paul Wessling (ce)	William Allen (sp) Margaret Arnim (we)	Chas. H. Willenborg (bm) John James Schneider (cm)	Chas. H. Willenborg (ad-mga-ram) John B. Green (cam)	Chas. H. Willenborg (pm)
	*Total net press run Publishers Statement Sept. 30, '57. Net paid circ. not specified but included in Cincinnati Post total.								
	Kentucky Times-Star (Kentucky edition of Cincinnati Times-Star) 421 Scott St., Tel.: HE 1-4320. (e) 20,223* .13	Flat	(I-R) (AP, NANA, UP, INS) (5¢, 30¢w, 75¢ mo) (O'Mara & Ormsbee, Inc.)	Times-Star Co. David S. Ingalls, Pres.	C. B. Deters (me)	Art Muth (ce) Tom Kramer (sp) Gen Ann Harris (we)		George Brady (ad)	
	*Total net press run Publisher Statement Sept. 30, '57. Net paid circ. not specified but included in Cincinnati Times-Star total.								
DANVILLE 8,686 10,219-ABC-CZ 10,899-ABC Par. 15.	Advocate-Messenger (e ex Sat.) 3,990 .055 Kentucky Advocate (S) 4,019 .055	Flat Flat	(I) (AP) (J) (5¢S, 25¢w) (Mid-South Co. Dailies)	Advocate Messenger Co.	Enos Swain (eep-e) J. S. Towles (me) Mrs. Ida Tipton (ce)	Julia Durham (we)	Enos Swain (gm) Bryant Qualls (cm)	Gerald Van Gilder (ad)	William Caldwell (ms)
FRANKFORT 19,700 20,470-ABC-CZ	State Journal (e ex Sat.) 5,715 .07 Sunday edition (S) 5,843 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w, $1.20mo) (John H. Perry Associates)	Perry Publishing Co. John H. Perry, Jr., Pres. N. A. Perry, Jr., Pub.	P. Swift (me)	Paul Weddle (sp) Dorothy Darnell (we)	N. A. Perry, Jr. (gm) Albert Lovell (cm)	Gilbert Young (ad-mga-ram)	John Gilpin (ms)
FULTON 5,500	Leader, Cor. E. State Line & Washington, Tel.: 30 (e) 2,975 .05	Flat	(D) (INS, UP) (J) (5¢, 20¢w, 85¢mo) (Wallace Witmer Co.)	Fulton Pub. Co., Inc. W. Percy Williams, Pres. Vyron W. Mitchell, Pub.		Mrs. Vyron W. Mitchell (e)		Vyron W. Mitchell (ad)	
GLASGOW 7,025	Daily Times, Tel.: OL 1-2136 (e ex Sat.) 4,336 .06	Flat	(I-D))AP) (J) (5¢, 25¢ w) (Mid-South Dailies)	Glasgow Journal Ptg. Co., Inc. Carroll Knicely, Pres. & Pub.	Carroll Knicely (eep) Leonard Kelsay (e-me) Dan J. Taylor (ce)	Joel Wilson (sp)	Carroll Knicely (gm) William Trent (cm)	W. J. Tinsley (ad)	Clinton Kessinger (ms)
HARLAN 4,786	Enterprise (e ex Sat.) 5,993 .07 Sunday edition (S) 6,044 .07	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Enterprise Pub. Co., Inc. J. Springer Robinson, Pres.-Pub.	S. C. Van Curon (eep-me)	Patrick Perry (ne) Mabel Collins (we)	S. C. Van Curon (gm-bm) Charles H. Pope (cm)	Springer Hoskins (ram) Mary Hatmaker (cam)	Springer Hoskins (apm) Robert Stewart (ms)
HENDERSON 16,837 16,837-ABC-CZ	Gleaner-Journal, 216 N. Elm, Tel.: VAlley 6-4396 (m ex Mon.) 6,822 .07 Sunday edition (S) 7,516 .07	Flat Flat	(D) (AP) (J) (5¢, 10¢S, 30¢w, $1.20mo) (Mid-South Dailies)	Gleaner & Journal, Inc. Francele H. Armstrong, Pres.-Pub.	Francele H. Armstrong (e) Ed Greenwald (me-ce)	Ted Bean (sp) Melicent B. Quinn (we)	Archie Riehl (bm) Elliott Porter (cm) John Benham (com)	R. G. Van Arsdall (ad-mga-ram) Archie Riehl (cam-nam)	Robert Groves (ms)
HOPKINSVILLE 18,786	Kentucky New Era, 123 West 7th, Tel.: Tuxedo 6-2533 (e) 8,944 .08	Flat	(D) (AP) (5¢, 30w) Newspapers South, Inc.	Kentucky New Era Co. A. W. and Thomas F. Wood, Co-Pubs.	Joe Dorris (eep-e-me) Tom Covington (ce)	Joe Dorris (sp) Mrs. Anneta Zander (we)	Thomas F. Wood (gm-bm) Charles Dorroh (cm)	Ed Dinkins (ad-ram)	Eugene Liddle (ms)
✓ LEXINGTON 55,534 79,407-ABC-CZ 106,101-ABC Par. 15	Herald, 237 W. Short St., Tel.: 2-2270 (m) 38,308 ..... Leader (e) 24,688 ..... Combined daily (me) 62,996 .31* Herald-Leader (S) 56,754 .31*	.... Flat Flat (I)	(D) (R) (AP, UP, INS) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Katz Agency, Inc.)	Lexington Herald-Leader Co.	Herndon J. Evans (e-H) Henry Hornsby (Exe. e-L) Herman W. Phelps (me-H) William J. Hanna (ce-L) Harry E. Reiser (ce-H)	Ed. Ashford (sp-H) L. K. Shropshire (sp-L)	Fred B. Wachs (gm) Thomas L. Adams (cm)	R. E. Scofield (ad)	Ed Templin (pm) A. W. Johnson (ms)
	*Sun and e comb., .44 Sun. and m comb., .50.								
✓ LOUISVILLE 369,129 530,768-ABC-CZ 602,511-ABC Par. 15	Courier-Journal, 525 W. Broadway, Zone 2, Tel.: JUniper 5-2211 (m) 214,533 ..... Times (e) 173,267 ..... Combined daily (me) 387,800 .83 Courier-Journal (S) 305,406 .69 Evening and Sunday (eS) 478,673 1.15 Morning and Sunday (mS) 519,939 1.15	.... Flat Flat Flat Flat	(I) (AP, UP, NANA, NYT) (*S) (5¢, 20¢S, 30¢w-d, 50¢w-m&S) (The Branham Co.)	Courier-Journal & Louisville Times Co. Barry Bingham, Pres. Mark F. Ethridge, Pub.	Barry Bingham, (e-in-chief, CJ & T) Russell Briney (c-CJ) James S. Pope (exec. ed-CJ & T) George Burt (e-T) Norman E. Isaacs (me-T) John Herchenroeder (ce-CJ) John L. Newman (ce-T)	Glenn Kendall (ne-CJ) William Bell (ne-T) Cary Robertson (Su) Earl Ruby (sp-CJ) Dean Eagle (sp-T) Mildred Lensing (we-CJ) Helen Leopold (we-T)	Lisle Baker, Jr. (gm) Douglas Cornette (Asst. to GM) Fred Varga (cm) Lawrence Long (Treas.)	J. Garrett Noonan (ad) Ted Weil (mga) Arthur Eyl (ram) Harold Hauswald (cam)	Basil P. Caummisar (pm) Neil Dalton (pub. rel. dir.) M. Geo. Martin (ms)
MADISONVILLE 11,132	Messenger 30 N. Main, Tel.: TA 1-6833 (e) 7,472 .07	Flat	(D) (AP) (5¢, 30¢w) (Mid-South Dailies)	Madisonville Pub. Co. Edgar Arnold, Pres.	Edgar Arnold (eep-e) Edgar Arnold, Jr. (me) Ernest Claytor (ce)	Hylda Weldon (we)	James Walker (cm)	Marvin Beeny (ad) Margie Walker (ram)	Carl Harris (ms)
MAYFIELD 8,990	Messenger (e) 6,352 .07	Flat	(I) (AP) (J) (5¢) (General Advertising Service, Inc.)	Messenger Newspapers, Inc. Ray Edwards, Pres.-Pub.	Jess Anderson (eep-e-ce)	Jack Anderson (ne-sp) Eugenia Foster (we)	Carolyn Williams (bm) Ernest J. Mills (cm)	Ruth Baker (ad-mga-ram)	Leon Dick (ms)
MAYSVILLE 8,632	Independent (m) 5,791* .05 *Mar. 31, 1957.	Flat	(D) (AP) (5¢) (Inland Newspaper Representatives, Inc.)	James Purdon Co. James Purdon, Pres. Geo. B. Purdon Pub.	Martha Purdon Comer (e-me) Paul Minch (ce)	Paul Minch (ne) Jackie Ormes (we)	George B. Purdon (gm) Jacob Fried (bm-cm)	George B. Purdon (ad) Jacob Fried (cam)	George Purdon (pm)
	Public Ledger (d) 5,812* .05	Flat	(R) (J) (5¢, 50¢mo) (Bottinelli-Kimball, Inc.	Ledger Pub. Co. Clarence Mathews, Pub	Wm B. Mathews (e-me)	Mrs. Mary D. Mathews (ne)	W. B. Mathews (gm) W. B. Mathews (bm)	W. B. Mathews (mga)	Raymond A. Dora (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MIDDLESBORO 14,482 14,482-ABC-CZ	News, 131 Chester Ave., Tel.: 62 (e)	ⓐ 6,521 .065	Flat	(I) (UP) (J) (5¢, 30¢w) (Mid-South Dailies)	Citizens News Co., Inc. R. L. Kincaid, Pres.		Julian Pitzer (sp) Helen Henry (we)	Maurice K. Henry (gm) James Vanover (cm)	Raymond Walker (mga) Earl Burchfield (ram) Barbara Brittain (cam)	Maurice K. Henry (pm) Clyde Fletcher (ms)
MURRAY 6,035	Ledger and Times (e)	3,517 .05	Flat	(I) (UP) (J) (5¢w, 65¢mo) (Wallace Witmer Co.)	W. P. Williams, Pres. Jas. C. Williams, Pub.	James C. Williams (eep-e-me-ce)	James C. Williams (ne-sp) Jo Burkeen (we)	James Harmon (cm)	James C. Williams (ad-mga-ram-cam)	James C. Williams (pm-apm)
OWENSBORO 33,651 45,429-ABC-CZ 52,396-ABC Par. 15	Messenger and Inquirer (d ex Sat.) Saturday morning (Sat.) Sunday edition (S)	ⓐ 24,101 .12 ⓐ 23,082 .12 ⓐ 23,362 .12	Flat Flat Flat	(D) (AP) (5¢, 10¢S, 30¢wdS) (none)	Owensboro Pub. Co. Lawrence W. Hager, Sr. Pres.-Pub.	Lawrence W. Hager Sr. (e-eep) Lawrence W. Hager, Jr. (me) L. D. Gasser (ce)	Merrill M'Cord (sp) Mabel Dill Brown (we)	W. Bruce Hager (gm) Geo. M. Fuqua (bm) Jerome Conrey (cm)	Lawrence W. Hager (mga) L. E. Cummings (ram) Rex Hurt (cam)	.....
PADUCAH 32,828 45,732-ABC-CZ 52,016-ABC Par. 15	Sun-Democrat, 408 Kentucky Ave., Tel.: 3-1771 (e ex Sat.) Sunday edition (S)	ⓐ 25,350 .15 ⓐ 25,674 .15	Flat Flat	(I-D) (AP, UP) (5¢, 15¢S, 35¢w, $1.50 mo) (Burke, Kuipers & Mahoney, Inc.)	Paducah Newspapers, Inc. Edwin J. Paxton, Pres.-Pub.	Edwin J. Paxton, Jr. (eep) Edwin J. Paxton (e) Jos. O. LaGore (me) William R. Powell (ce)	Wm. R. Powell (ne) Wm. F. Carter (sp) Mrs. Odie Anderson (we)	J. L. Roth (gm) Frank R. Paxton (bm) L. G. Jewell (cm) H. F. Wahl (com)	Paul Bouland (ad-mga-ram) R. D. Brown (cam)	Jos. G. Mitchell (pm) Wm. H. Usher (ms)
PARIS 6,912	Enterprise, 23 E. 4th St., Tel.: 80 or 79 (e ex Sat.) Sunday edition (S)	4,768 .06 4,768 .06	Flat Flat	(D) (AP) (J) (5¢d, 5¢S, 30¢w-d&S) (Bottinelli-Kimball)	Paris Enterprise Mrs. J. M. Alverson, Sr. Pub.	J. M. Alverson, Jr. (e)	Leo E. Brauer (ne-sp) Mildred Clark (we)	Sanford Alverson (bm) Tom Gammon (cm)	Robert Worthington (ad)	Mildred Clark (rd)
RICHMOND 10,268	Register (e)	4,877 .05	Flat	(D) (AP) (J) (5¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Daily Register Co. Inc. Keen Johnson, Pres.	Shelton Saufley (eep-e-me) Randall Fields (ce)	Randall Fields (sp) Lillian Bee (we)	T. B. Challinor (gm-bm) Denyse Murphy (cm)	T. B. Challinor (ad-mga-ram) Denyse Murphy (cam)	.....
WINCHESTER 9,226	Sun, Cor. Wall & Cleveland, Tel.: 91 (e)	3,948 .06	Flat	(I-D) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Winchester Sun Co., Inc. George S. Tatman, Pres. James S. Tatman, Pub.	W. C. Caywood, Jr. (e)	Elizabeth Hunt (ne) Marvin Poer (sp)	James S. Tatman (gm) C. S. Harris (cm)	C. S. Harris (ad) Frances Green (cam)	Ernest Elder (ms)

LOUISIANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA-~~PINEVILLE~~ 34,913 41,336-ABC-CZ 44,847-ABC Par. 15	Town Talk, 128 Washington, Zone 3, Tel.: 6642 (e)	ⓐ 24,294 .16	Flat	(I-D) (AP, UP) (5¢, $1.30mo) (The John Budd Co.)	McCormick & Co., Inc. Mrs. M. H. Dellmon, Pres. Hunter Jarreau, Pub.	Adras Laborde (me) Wm. Bailey (ce)	Jim Wynn (sp) Mrs. Ethel Holloman (we)	Hunter Jarreau (gm) Joe D. Smith, Jr. (bm) Geo. B. Marshall (com) Carl Rylee (cm)	Joe D. Smith, Jr. (ad) R. J. Delaney (mga) Cade Fogleman (ram) John Girlinghouse (cam)	R. J. Delaney (apm) Paul Slusher (ms)
BASTROP 12,769 12,769-ABC-CZ	Enterprise (e ex Sat.)	ⓐ 4,691 .07	Flat	(I) (UP) (5¢d, 25¢w, $1.20mo) (Mid-South Dailies)	Nathan Bolton, Pub.	Ray Kruger (e)	.....	Bill Chapman (bm) C. D. Baker (cm)	Mary Byargeon (am)	Bill Hayman (ms)
BATON ROUGE 125,629 138,864-ABC-CZ 159,097-ABC Par. 15	Advocate, 525 Lafayette St., Zone 1, Tel.: Dickens 2-6121 (m) State Times (e) Combined daily (me) Advocate (S)	ⓐ 31,298 ..... ⓐ 32,380 ..... ⓐ 63,678 .25 ⓐ 52,509 .24	.... Flat Flat	(I-D) (AP, UP, INS) (5¢, 15¢S, 30¢w-e, 45¢w-m&S) (The John Budd Co.)	Capital City Press C. P. Manship, Jr. Pres.-Pub.	C. P. Manship, Jr. C. P. Liter (exec. ed.) E. A. Gueymard (me-ST) Margaret Dixon (me-A) I. A. Sandefer (ce-ST) Edythe Gelpi (ce-A)	A. J. Alleman (ne-ST) Ralph Pearson (ne-A) Chas. Magee (Su) Dan Hardesty (sp-ST) Bud Montet (sp-A) Pat Mengert (we-ST) Pat Tessier (we-A)	C. P. Liter (gm-bm) A. E. Sholar (cm)	Charles C. Garvey (ad) Wm. P. Elliott (mga) J. H. Robertson (cam)	F. O. Denham (comp. S.) J. W. Sasser (pm)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

Present Facts and Projected Figures Indicate . . .

Your Sales Will Grow Faster in the

METROPOLITAN SHREVEPORT MARKET

2nd Largest in Louisiana!

Metropolitan Shreveport's pattern of "above-average" growth established since World War II will continue, boosting its population from the present 256,000 to 279,000 by 1960. Now and in the future, include Shreveport in your advertising expansion plans and you'll reap greater sales . . . in a plus market. Only The Shreveport Times — Shreveport Journal dominate this vital market!

CIRCULATION:

M & E _____140,747 Morning _____87,982
Sunday _____108,538 Evening _____52,765

(ABC Publisher's Statement. Three months ending March 31, 1957)

PROJECTED PERCENT OF INCREASE 1960 OVER 1950*

	Metropolitan SHREVEPORT	U.S.A.
Population	+29%	+18%
Buying Income	+76%	+69%
Retail Sales	+66%	+58%

*Source: Sales Management, November 10, 1957

NEWSPAPER PRODUCTION COMPANY, Agent for —

The Shreveport Times - Shreveport Journal

✓ CHECK WITH THE BRANHAM MAN

The Port...$2 billion a year in foreign trade makes New Orleans 2nd port in all U.S.; what the port does to the economy is so big it can only be compared to what you can do, using us!

***FIRST* ADVERTISING MEDIUM**

IN NATION'S 2ND PORT IN NATION'S 2ND OIL AND GAS STATE AND SOON FIRST U S NICKEL AND COBALT PRODUCER

The Times-Picayune
NEW ORLEANS STATES

REPRESENTED BY JANN & KELLEY, INC.

CIRCULATION DAILY 296,399 SUNDAY 288,453

Avg. 1st qtr. 1957 as filed with the Audit Bureau of Circulations, subject to audit.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BOGALUSA 17,798 17,798-ABC-CZ 20,015-ABC Par. 15	News, Fifth St. & Ave. V, Tel.: REpublic 2-2565 (e ex Sat.) 6,886 Sunday edition (S) 6,942	.075 Flat .075 Flat	(I) (UP) (J) (5¢, 10¢S, 35¢w, $1.50mo) (Bottinelli-Kimball, Inc.)	James L. Wick, Chairman of Board Halford R. Houser, Pres.-Pub.	Halford R. Houser (e)	Lou Major (ne-sp)	H. E. Jung (cm)	Raymond Wagner (am) Janice Breland (cam)	L. M. Murphy (ms)
CROWLEY 12,734 12,784-ABC-CZ	Signal, 101 N. Parkerson, Tel.: 800 (e ex Sat.) 4,918 Sunday edition (S) 4,758†	.07 Flat .07 Flat	(I) (AP) (5¢, 10¢S, 30¢w) (none)	Daily Signal, Inc. Max Thomas, Pres.-Pub.	Max Thomas (eep) Harold I. Mitchell (e-me) Fred Bandy (ce)	Dudley J. Wilkins (sp) Rosalee Landry (we)	John R. Harrah (gm) Chas. Pridgeon (bm) Dennis Broussard (cm)	John R. Harrah (ad) Gene Griffin (ram)	John R. Harrah (pm) Eddie Hebert (ms)
	†Sun. Ed. First Pub., July 15, 1956.								
JENNINGS 10,673 10,181-ABC-CZ 11,120-ABC Par. 28	News, 238 Market St., Tel.: 261-1480 (e ex Sat.) 4,296	.08 Flat	(I) (AP) (5¢, 25¢w, $1.00mo) (Texas Newspaper Representatives, Inc.)	Robert D. Miller, Pub.	Robert D. Miller (eep-e) Harvey Laing (me) Harvey Laing (ce)	Mrs. Alice Hudson (ne) Donald Gott (sp) Miss Elza Stewart (we)	Robert D. Miller (gm-bm) Richard Hill (cm)	B. F. Patterson (ad-mga-ram) Mrs. Clytee H. Miller (cam)	Robert D. Miller (pm) B. F. Patterson (apm) Randolph Lowry (ms)
LAFAYETTE 33,541 47,000-1957 Cir. (Est.) 41,901-ABC-CZ 43,721-ABC Par. 15	Advertiser, 219-223 Jefferson, Tel.: CEnter 5-8511 (e ex Sat.) 18,628 Sunday edition (S) 18,115	.12 Flat .12 Flat	(I) (AP) (5¢, 5¢S, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Morgan Murphy, Pres.	Harry R. Squiers (e) Vincent Marino (me) Jim LaCaffinie (ce)	Don Kingery (sp) Lydia Krauss (we)	Harry R. Squiers (gm) Scranton A. Mouton (bm) A. J. Sattler (cm)	Jay Boudreaux (ad)	Raoul P. Guidry (ms)
LAKE CHARLES 41,272 52,847-ABC-CZ 66,325-ABC Par. 15	American Press (e) 28,506 Sunday edition (S) 27,021	.16 Flat .16 Flat	(I-D) (AP) (5¢, 15¢S, $1.75mo-d&S) (Inland Newspaper Representatives, Inc.)	Thomas B. Sherman, Pub.	K. L. Dixon (eep-e-me) Lloyd McMahon (ce)	Lloyd McMahon (ne) Truman Stacey (sp) Mrs. Beatrice North (we)	J. W. Jackson (gm) L. C. Martin (cm)	Van Andrus (ad-ram) Mrs. F. Holland (ram) Mrs. Oulda Childs (cam)	Clay Ruckstuhl (ms)
MONROE 38,572 52,746-ABC-CZ 64,826-ABC Par. 15	World, 411 N. 4th, St., Tel.: FA 2-5161 (m ex Sat.) 23,157 Saturday morning (Sat.) 32,897 News-Star (e ex Sat.) 16,672 Combined daily (me) 39,829 World (S) 36,677	.15 Flat .15 Flat .15 Flat .18 Flat .18 Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w, $1.40mo) (The Branham Co.)	News-Star World Pub. Corp. Robert Ewing, Jr., (chairman of board) William H. Bronson, Pres.	Jack Gates (Exec. Ed.) Frank Noonan (me) Walter B. Hatten (me-N-S) Paul C. Yates (e-ep)	Paul Martin (sp)	Richard Hale (gm) Edmund G. Brown (Asst. gm) W. B. Goza (cm)	John L. Bluck (mga) Glen Guilky (ram) Mrs. Blanche Gates (cam)	T. H. Roberts (ms-D)
NEW IBERIA 16,467 21,297-ABC-CZ 23,439-ABC Par. 15	Iberian, 8 Bridge St., Tel.: EM 4-1801 (e ex Sat.) 7,617	.07 Flat	(I) (UP) (5¢d, 25¢w) (Bottinelli-Kimball, Inc.)	Teche Pub. Co. M. A. Wolcott, Pub. James L. Wick, Chmn. of Board Milton I. Wick, Pres.	M. A. Wolcott (eep-e) Tracy Piller (me)	Ray Broussard (sp) Barbara Burke (we)	M. A. Wolcott (gm-bm) Earl Delcambre (cm)	Owen Neustrom (ad-mga-ram) John Mire (cam)	Owen Neustrom (apm) Dick Denlinger (ms)
NEW ORLEANS 570,445 664,727-ABC-CZ 720,074-ABC Par. 15	Item, 722 Union St., Zone 4, Tel.: TU 4242 (e) 101,604 Sunday edition (S) 100,083 Combined editions (eS) 201,687	.57 .42 .57 .42 .79 .61	(I) (DJ, UP) (5¢, 10¢S, 35¢w, $1.50mo) (Sawyer-Ferguson-Walker Co.)	The Item Co. David Stern, 3rd, Pub.	George W. Porter (eep) George Chaplin (V.P. & E) Henri Wolbrette II (me) Jerry Cohen (ce)	Les Bennett (ne) Hap Gaudi (sp) Laurraine Goreau (we)	Irvin M. Orner (Pres. & GM) R. M. Elias (cm)	Hugo Heyns (ad) W. A. Holloway (aad) Jack W. Zaring (ram) Ray Liozza (cam)	Beale Richardson (pm) Luther Wright (ms)
	Times-Picayune, 601-15 North St., Zone 4, Tel.: TUlane 2411 (m) 189,758 States (e ex Sat.) 101,916 Saturday edition (Sat.) 90,446 Combined daily (me) 280,204 Times-Picayune-States (S) 283,111 Evening and Sunday (eS) 385,027 Morning and Sunday (mS) 472,869	.... .77 .74 .77 .74 1.00 .97 1.19 1.16	(I-D) (AP, CDN, INS) (5¢m-e, 15¢S, 45¢w-m or e&S, $1.97 mo-m&S or e&S) (Jann & Kelley, Inc.)	The Times-Picayune Pub. Co. John F. Tims, Pres.	Geo. W. Healy, Jr. (e-TP) Carl M. Corbin (e-St) Harold P. McCall (eep-TP) Frank C. Allen (me-St) Arthur F. Felt, Jr. (ce-TP) Walter C. Cowan (ce-St)	James Harrison (ne-TP) Frank Norman (ne-ST) Chas. Wesch (Su) Wm. McC. Keefe (sp-TP) Harry Martinez (sp-St) Jacqueline Avegno (we-TP) Lucille Griswold (we-St)	R. E. Gough (bm) Donald W. Coleman (cm)	Aubrey F. Murray (ad) Roland Ladreyt (mga) John Charlton (ram-TP) Nelson R. Swayze (ram-St) Hu B. Stephens (cam)	Martin Burke (pm)
OPELOUSAS 11,659 16,451-ABC-CZ	World, 137 S. Market, Tel.: 4971 (e ex Mon. and Sat.) 8,687 Sunday edition (S) 8,863	.09 Flat .09 Flat	(I) (UP) (5¢, 15¢S, 30¢w, $1.30mo)	World News Co., Inc. John R. Thistlethwaite, Pres.-Pub.	John R. Thistlethwaite (eep-e) Edgar deLesseps (me) Lillian Bourdier (ce)	Gus Weill (ne) Edgar deLesseps (Su) Bud Jenkins (sp) Lillian Bourdier (we)	Hugh W. Thistlethwaite (gm-bm) Al LaGrange (cm)	Griffin Gomez (ad-mga-ram) Rena Hargroder (cam)	Griffin Gomez (pm-apm) James F. Bailey (ms)
RUSTON 10,372	Leader, 301 West Miss. Ave., Tel.: ALpine 5-0173 (e ex Sat.) 3,125†	.06* Flat	(I-D) (UP) (J) (5¢, 20¢w) (Mid-South Dailies)	Leader Publishing Co., Inc. C. E. Faulk, Jr., Pres.-Pub.	.....	.....	.....	.....	.....
	*Rate includes insertion in weekly (Thursday) issue, circulation 1,975.								
SHREVEPORT 127,206 165,634-ABC-CZ 209,797-ABC Par. 28	Journal*, 408 Marshall St., Zone 94, Tel.: 3-7131 or 2-0385 (e) 49,913 Times* (m) 85,052 Sunday edition (S) 105,321 Combined daily (me) 134,965	.29 Flat .30 Flat .30 Flat .40 Flat	(D) (AP, INS) (5¢, 25¢w, $1.10d.o.) (The Branham Co.) (I) (AP, INS, UP, (5¢, 15¢S, $1.50 mo) (The Branham Co.)	The Journal Pub. Co., Inc. D. F. Attaway, Pres.-Pub. The Times Pub. Co. Ltd. William H. Bronson, Pres.-Pub.	Geo. W. Shannon (e) Robt. F. Packwood (me) C. B. Williams (ce) Chas. A. Hazen (me) Donald M. Ewing (asso. e) Al Hewitt (ce)	Otis Harris (ne-sp) Rose Margaret Harton (we) Keith Coulbourn (se) Jack Fiser (sp) Mrs. Viva Begbie (we)	D. F. Attaway (gm) T. R. Grafton (bm) L. A. Mailhes (gm) G. S. Pasquier (bm)	M. D. Nicholson (circ. dir.) Hayden Van Hoose (ad) Tom Huddleston (mga) J. H. Bosley (ram) Israel Weinstein (cam)	N. W. De Berardinis (pm) Frank Budde (apm) E. E. Ellis (ms)
				*NOTE: Completely independent and competitive newspapers are published by separate corporations, The Journal Publishing Company, Inc., and The Times Publishing Company, Ltd. Newspaper Production Company, as agent for both publishing Companies, operates advertising, circulation, accounting and mechanical departments, the personnel of which follows: D. Attaway, Chairman of Board; William H. Bronson, President and General Manager; T. R. Grafton, Vice-President and G. S. Pasquier, Secretary and Treasurer.					

MAINE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUGUSTA 20,913 25,337-ABC-CZ	Kennebec Journal, 20 Willow St., Tel.: MA 3-3811 (m) 12,987	.11 Flat	(I) (AP) (J) (7¢, 42¢w, $1.85mo) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean Gannett Williams, Pres. Roger C. Williams, Pub.	Paul S. Plumer (e)	Raymond J. Siegler (ce) Ruth Henderson (we)	Paul S. Plumer (gm) John H. Gannett (bm) Richard J. Tobey (cm)	Chas. A. Tinckam (mga) John A. Conant (cam)	Roland L. Whittier (ms)
BANGOR 31,558 54,961-ABC-CZ 57,175-ABC Par. 28	News, 491 Main St., Tel.: 2-4881 (m ex Sat.) 70,979 Saturday edition (Sat.) 73,401*	.30 Flat .32 Flat	(I) (AP) (7¢, 42¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Bangor Pub. Co. Richard K. Warren, Pub. Mrs. Fred D. Jordan, Pres.	Roger W. Remington (eep) Richard K. Warren (e) John W. Moran (me) Kalil Ayoob (ce)	Bud Leavitt, O. Osborne (co-sp) Nelle C. Penley (we)	Robert E. Kiah (gm) Arthur E. McKenzie (bm) Raymond M. Goode (cm)	Andrew J. Pease (ad) Frederick B. McAlary (ram) Wyman F. Rice (cam)	Raymond J. Cox (ms)
	*Publisher's figure.								
BATH 10,644	Times, 83 Front St., Tel.: Hilltop 3-5547 (e) 3,179	.08 Flat	(R) (AP) (J) (7¢, 45¢w, $2.00mo) (Julius Mathews Special Agency, Inc.)	The Times Co. F. B. Nichols, Pres.-Pub.	Ivan A. Trueworthy (me) Edward F. Cox (ce)	.....	F. B. Nichols (gm) M. D. Avery (cm)	D. L. Blair (cam)	.....
BIDDEFORD-SACO 20,836—Biddeford 10,324—Saco	Journal (e) 8,921	.08 Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Journal Pub. Corp. Paul Casavant, Pub.	Timothy J. Mahoney (e) Elston P. Ingalls (ce)	.....	Alfred H. Stimpson (cm)	Paul Casavant (mga)	Harry Horsfield (ms) Joseph Bouchard (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LEWISTON-AUBURN 40,974—Lewiston 23,134—Auburn 64,108-ABC-CZ	Sun (m) ⓐⓒ 31,575 Journal (e) ⓐⓒ 14,890 Combined daily (me) ⓐⓒ 46,465	.... .19	.... Flat	(I) (I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Lewiston Daily Sun, Inc. Louis B. Costello, Pres.	Edw. L. Penley (eep-Sun) Faunce Pendexter (eep-J) A. Kent Foster (ce-Sun) Lionel A. Lemieux (ce-J)	J. P. Toomey (ne-Sun) Robert O. Hanscom (ne-J) Ted Taylor (sp-Sun) N. S. Thomas (Sp-J) Edith Thayer (we-Sun) Margaret M. Mitchell (we-J)	Russell H. Costello (gm) Q. A. Whittier (asst. gm-cm)	Roger Fontaine (mga-ram-cam)	.....
PORTLAND 77,634 119,942-ABC-CZ	Press-Herald, 390 Congress St., Zone 2, Tel.: SP 2-1911 (m) ⓐⓒ 51,452 Express (e) ⓐⓒ 28,708 Combined daily (me) ⓐⓒ 80,160 Sunday Telegram (S) ⓐⓒ 96,829	.... .32 .35	.... Flat Flat	(I) (AP, UP) (7¢. 25¢ S, 42¢w-d, $1.80 mo-d) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Dwight Sargent (eep-PH-Exp-Tel) F. E. Cousins (me-Exp) Ernest Chard (me-PH) Robert B. Beith (exec. e) William Chapin (ce-PH) Delma Galbraith (ce-Exp)	Richard H. Woodbury (Su) Blaine Davis (sp-PH-Tel.) Stanley Jones (sp-Exp) Jeannette Pomeroy (we)	Laurence H. Stubbs (gm) Charles W. Weaver, Jr (asst. bm) Hayden T. Davis (cm) Kenneth L. Sanborn (comp.)	Richard L. Treat (ad) Dorothy L. Roderick (mga) Julius L. Petersen (ram) Arthur S. Keniston, Jr. (cam)	Robert H. Collins (pm) G. F Marshall (ms)
WATERVILLE 16,287 24,979-ABC-CZ	Sentinel, 25 Silver St., Tel.: TR 3-3341 (m) ⓐⓒ 17,600	.13	Flat	(I) (AP) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Caleb A. Lewis (eep-e) Robert Drake (me) Clayton Laverdiere (ce)	Harland Durrell (sp) Elizabeth Carter (we) Harland Durrell (ne)	Howard N. Gray (gm) Anson Story (cm)	Howard N. Gray (ad) Carl Croce (mga-ram-cam)	Carl G. Croce (apm) Dwight French (ms)

MARYLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNAPOLIS 25,104 (Incl. area annexed 1-1-51) 38,350-ABC-CZ 41,501-ABC Par. 15	Capital (e ex Sat.) ⓐⓒ 8,363	.16*	Flat	(I) (AP) (J) (5¢, 30¢ w, $1.30mo) (Shannon & Associates, Inc.)	The Capital-Gazette Press, Inc. Talbot T. Speer, Pres.-Pub.	R. H. Elliott (eep-e) E. M. Jackson, Jr. (me) Peter Lauck (ce)	Dorothy Dunbar (ne) Bob Watcher (sp) Mrs. Helen DeZayas (we)	E. M. Jackson, Jr. (gm-bm) Mrs. Rosemary Wells (cm) S. Chaplin Davis (com)	Ben Troutman (ad) Charles W. Morrison (ram) Mrs. Virgie Cooper (cam)	Elmer M. Jackson, Jr. (pm) Reginald C. Kane (ms)

*Rates include insertion of same copy in Maryland Gazette and Waldorf Leaf (Thursday) same week. Circulation ⓐⓒ 10,564.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BALTIMORE 949,708 1,238,050-ABC-CZ 1,422,550-ABC Par. 15	News-Post, Pratt & Commerce, Zone 3, Tel.: PLaza 2-1212 (e ex Sat.) ⓐⓒ 229,568 Saturday edition (Sat.) ⓐⓒ 212,328 Sunday American (S) ⓐⓒ 321,757	.80 .80 .90	.70 .70 .80	(I) (AP, UP, INS) (5¢, 20¢S, 50¢w-e&S, (Hearst Advertising Service)	Baltimore News American Div., Hearst Consolidated Publications, Inc. Wm. R. Hearst, Jr., Pres. Fred I. Archibald, V.P. & Pub.	Fred I. Archibald (ed supervisor) Wm. A. Townes (ME) Wm. R. Tilman, Jr. (Asst. ME) Edward Ballard (ce)	Thomas A. Regan (ne) Thomas Hughes (Su) John S. Steadman (sp)	Nelson J. Quimper (asst. Pub.) J. Stephen Becker (bm) Edward M. Sechtman (cm)	Hugh F. Kiernan (ad) H. E. Herrmann (am) Roland Fox (mga) Earl F. Miller (ram) George A. Graham (cam)	Tom White (Pub. Rel. Mgr.) Albert Adler (pm) J. Stephen Becker (ms)
	Sun, Calvert & Centre Sts., Zone 3, Tel.: LExington 9-7700 (m ex Sat.) ⓐⓒ 196,725 Evening Sun (e ex Sat.) ⓐⓒ 214,938 Combined daily (me) ⓐⓒ 441,663 Saturday (m) ⓐⓒ 186,468 Saturday (e) ⓐⓒ 197,569 Combined (Sat.) ⓐⓒ 384,037 Sunday (S) ⓐⓒ 317,648	.95 $1.00 $1.00 $1.00 $1.00 $1.00	Flat Flat Flat Flat Flat Flat	(AP, NANA, RN) (*S) (5¢me, 15¢S, 30¢w-m or e, 60¢w-me& S) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	The A. S. Abell Co. William F. Schmick, Sr., Pres. William F. Schmick Jr., Exec. V.P.	Philip M. Wagner (e-am) Price Day (asso.-e) Charles P. Ives (asso. ed.) Newton Aiken (e-pm) Charles H. Dorsey, Jr. (me-am) Philip S. Heisler (me-pm) Paul Banker (ce-am) Paul Broderick (ce-pm)	Robert P. Anderson (ne-am) Vernon C Sherwin (ne-pm) Harold Williams (Su) Jesse A. Linthicum (sp-am) A. Paul Menton (sp-pm)	George T. Bertsch (bm) Francis S. Whitman (abm-ad) B. Herbert Reynolds (cm) Wm. A. Stone (com)	W. Spaulding Albert (ad) Carl W. H. Ganz (mga) Frank Weber (ram) Walter C. Schmidt (cam)	C. Bruce Earnest (pm) Donald H Patterson (ms)
CAMBRIDGE 10,351 11,647-ABC-CZ	Banner (e) ⓐⓒ 5,142	.06	Flat	(I) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Arnold Daane, Pub.	Arnold Daane (eep-e) Elsie McNamara (me)	Maurice Rimpo (ne) Robert Layton (sp) Leila Smith (we)	Herman Stevens (gm-bm) Pauline Robbins (cm)	Herman Stevens (ad-mga-ram) Naneita Faulkner (cam)	Roland Frazier (ms)
CUMBERLAND 37,679 51,834-ABC-CZ	News, 7 S. Mechanic St., Tel.: PA 2-4600 (m) ⓐⓒ 12,003 Times (e) ⓐⓒ 21,925 Combined daily (me) ⓐⓒ 33,928 Sunday Times (S) ⓐⓒ 30,486	.... .19 .16	.... Flat Flat	(I-R) (I-D) (AP, INS) (7¢, 15¢S, 42¢w-d, 57¢w-d&S) (Story, Brooks & Finley, Inc.)	The Times & Allegan-ian Co. John J. McMullen, Pres.-Pub.	Paul R. Dillon (eep-T) John J. McMullen (me-T) Bernard E. Sitter (me-N) T. Donald Shires (ce-T)	Eugene T. Gunning (Su) J. Suter Kegg (sp-T) C. V. Burns (sp-N) Pauline McEvoy (we-N) Ann Dorsey (we-T)	John J. McMullen (gm) Jas. A. Black (bm) Jos. K. Mooney (cm)	John R. Wilkinson (ram) Edw. D. Finan (cam)	John R. Wilkinson (apm) Jos. K. Mooney (ms)
FREDERICK 18,142 18,142-ABC-CZ 21,387-ABC-Par. 15	News (e) ⓐⓒ 8,206 Post (m) ⓐⓒ 9,311 Combined daily (me) ⓐⓒ 17,517	.... .08	.... Flat	(I) (AP) (J) (5¢, 30¢w) (none)	Great Southern Ptg. & Mfg. Co. W. T. Delaplaine, Pres.	W. T. Delaplaine (me) Henry Decker (ce-P) August T. Brust (ce-N)	J. R. Castleman (sp) Patricia M. F. Rosen-crantz (we)	W. T. Delaplaine (gm) Louis E. Twentey (bm) W. H. Main, Jr. (cm) G. B. Delaplaine (com)	Wm. L. Brandenburg (mga) Edward F. Mull (ram)	Geo. B. Delaplaine, Jr. (pm) Kemp Bentz (ms)
HAGERSTOWN 36,260 46,519-ABC-CZ 50,557-ABC Par. 15	Herald (m ex Sat.) ⓐⓒ 9,177 (Sat. m) ⓐⓒ 8,217 Mail (e ex Sat.) ⓐⓒ 18,659 (Sat. e) ⓐⓒ 17,459 Herald-Mail (m&e) ⓐⓒ 27,836 Saturday edition (m&e) ⓐⓒ 25,676	.... .16 .16	.... Flat Flat	(R) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.) (D)	The Herald-Mail Co. Wm. P. Lane, Jr., Pres.	J. Garvin Hager (eep-e-me-M) Joseph M. Harp (eep-e-me-H) Richard Rauth (ce-M) Vernon Davis (ce-H)	Harry Warner (ne-H) George Rash (ne-M) Frank Colley (sp-H) Richard Kelly (sp-M)	C. Neill Baylor (gm-bm) Robert A. Lewis (cm)	A Jay Schaff (ad) Jeanette V. McClain (mga) W. J. Santman (ram) Charles R. Jessop (cam)	Roger Dansberger (ms)
SALISBURY 15,141 17,493-ABC-CZ	Times (e) ⓐⓒ 22,313	.12	Flat	(D) (AP, NANA) (5¢, 30¢w) (Story, Brooks & Finley, Inc.	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub	Oscar L. Morris (e-me)	Richard L. Moore (ne) Ed. Nichols (sp) Helen J. Perry (we)	G. Gordon Strong (gm) Edwin F. Hearne (bm) Joe Burris (cm)	Thomas D. Irvin (mga-ram) Howard E. Poole (cam)	Horace G. Truitt (ms)

MASSACHUSETTS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMESBURY 10,851—(Town)	News (e) 2,500	.03	Flat	(I-R) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Amesbury Pub. Co., Inc. Ernest R. Coffin, Pres.	Ernest R. Coffin (me)	.....	.....	William G. Coffin (ad)	.....
ATHOL 11,554—(Town) 11,554-ABC-CZ	News, 540 Main St., Tel.: 115 (e) ⓐⓒ 4,557	.06	Flat	(I-R) (AP) (5¢, 35¢w, $1.25mo) (none)	Athol Press, Inc. Edward T. Fairchild, Pres. Pub.	Edward T. Fairchild (eep-e) Barney Cummings, (me-ce)	Barney Cummings (ne) Charles R. Stone (sp) Mary A. Towne (we)	Richard J. Chase (bm) Raymond J. Lyons (cm)	Colin J. Cruickshank (mga-ram) Richard J. Chase (cam)	Paul Brouillet (ms)
ATTLEBORO 23,809 32,277-ABC-CZ 33,732-ABC Par. 15	Sun, 34-38 South Main, Tel.: Attleboro 1-0373 (e) ⓐⓒ 10,457	.09	Flat	(I-R) (AP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Attleboro Sun Pub. Co Jerome Ottman, Pres. Charles C. Cain, Jr., Pub.	C. D. Roberts (e-me) Frank Feeney (ce)	Louis Rushlow (sp) Yolande Murphy (we)	Chas. C. Cain, Jr. (gm) Russell Gifford (cm)	John F. Carty, Jr. (ad-mga-ram) Pauline Ringuette (cam)	Russell Gifford (pm) John F. Carty, Jr. (apm) Geo. McNally (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BEVERLY 28,884 28,884-ABC-CZ	Times, 110-116 Cabot St., Tel.: WAlker 2-1234 (e) 7,512*	.09	.07	(R) (INS) (5¢) (none)	Times Pub. Corp. Laurance S. Hovey, Pres. Lewis R. Hovey, Treas.	Lewis R. Hovey (eep-e) Carleton B. Hovey (me) John Conley (ce)	John C. Burke (sp) Mrs. Rita Dunn (we)	Laurance S. Hovey (gm-bm) Joseph Moore (asst. cm)	Laurance S. Hovey (ad-mga) Marjorie MacDonald (ram) Joseph Moore (cam)	Timothy J. Hayes (pm) John Stewart (ms)
	*As of 3/31/57									
BOSTON 801,444 2,101,044-ABC-CZ	American (e ex Sat.) 176,318			(INS, AP) 7¢m, 5¢e, 20¢S, 35¢w-m, 30¢ w-e, $1.75mo-m, $1.25mo-e $1.00mo-S) (S-25¢ Sub. Zones) (Hearst Advertising Service)	The Hearst Corp. R. E. Berlin, Pres. H. G. Kern, Pub.	George Brady (eep) Win Brooks (me-A) Jas. P. Murphy (me-R) Sam Bornstein (me-Sun. Adv.) John H. Noonan (ce-A) C. Edward Holland (ce-R)	Wm. Laubenstein (ne-A) Arthur Good (ne-R) Sam Bornstein (Su) Herbert Finnegan (sp-A) Sam Cohen (sp-R) Ruth Mugglebee (we-R-A)	James H. McGaffigan (gm) Charles Mungie (cm)	Ernest Holtyzer (ad) Frank E. Dunn (mga) James A. King (ram) Ralph J. Meyers (cam)	Henry Young (ms)
	Saturday edition (Sat.) 142,787									
	Record (m ex Sat.) 411,971									
	Saturday edition (Sat.) 380,089									
	Combined daily (me) 588,289	1.05	Flat							
	Sunday Advertiser (S) 507,862	1.05	Flat							
	Christian Science Monitor, One Norway St., Zone 15, Tel.: Commonwealth 6-4330 (e) 158,729	1.15		(I) (AP, RN) (5¢ Gr. Bsn. 10¢ elsewhere) (direct*)	The Christian Science Pub. Society John H. Hoagland, Manager	Donovan Richardson (eep) Erwin D. Canham (e) Saville R. Davis (me) Paul S. Deland (ae) Robert C. Bergenheim (ce)	Webster J. Morse (sp) Robert R. Brunn (Amer. ne) Joseph Harrison (Overseas ne)	H. Phelps Gates (cm) Mrs. Dorothy E. Webster (chief acct.)	M. Alvah Blanchard (ad) Norman S. Sweetland (nat. ad)	Herbert U. Stanger (prod. mgr.)
	*Branch Offices in New York, Washington, D.C., London, Paris, Cleveland, Philadelphia, Chicago, Detroit, St. Louis, Kansas City, Los Angeles, Portland, Ore., San Francisco, Seattle.									
	Globe, 244 Washington St., Zone 7, Tel.: Lafayette 3-2000 (m ex Sat.) 225,162			(I) (AP, UP, NYHT, RN, CDN) (NANA) (ONA) (*S) (5¢, 20¢S, 50¢w) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	Globe Newspaper Co. Wm. Davis Taylor, Pres.-Pub. John I. Taylor, Treas. Charles H. Taylor, Asst. Treas.	Laurence L. Winship (e) Victor Jones (me) Alfred J. Monahan (dce) Alexander J. Haviland (nce)	Daniel J. O'Brien (Su) Jerry Nason (sp) Dorothy Crandall (we)	Wm. Davis Taylor (gm) P. J. Flaherty (bm) Fred J. O'Neal (cm)	John F. Reid (ad-mga) Andrew Dazzi (cam)	Robert L. M. Ahern (pm) Frank Freitas (Plt. Engr.)
	Saturday edition (Sat.-m) 211,825									
	(e ex Sat.) 149,070									
	Saturday edition (Sat.-e) 118,863									
	Combined daily (me) 374,232	1.10	Flat							
	Sunday edition (S) 399,044	1.15	Flat							
	Morning and Sunday (mS) 624,206	1.60	Flat							
	Evening and Sunday (eS) 548,114	1.45	Flat							
	Herald, 80 Mason St., Zone 12, Tel.: HAncock 6-3000 (m ex Sat.) 204,395	.90	Flat	(AP, UP, NYT) (*S) (J) (Her. 7¢-Trav. 5¢-Sun. 25¢)(Geo. A. McDevitt Co. and Hal Winter Co. (Florida)	Boston Herald-Traveler Corp. Sidney W. Winslow, Jr., Pres. Robert B. Choate, Pub.	Robert B. Choate (e) Geo. E. Minot (me-H) Hal Clancy (me-T) Donald T. Ross (ce-H) Norman Gray (ce-T)	Edward Costello (sp-H) Arthur Siegel (sp-T) Alison Arnold (so-H) Maggie Wells (so-T) Phyllis Hanes (we)	Robert B. Choate (gm) Benjamin L. Moltman (cm)	George E. Akerson (ad) Paul S. Roberts, Jr. (mga) Harry McGowan (ram) Robert Farren (cam)	Frank Dassori (ms)
	Saturday edition (Sat.) 180,895	.90	Flat							
	Traveler (e ex Sat.) 186,306	.90	Flat							
	Saturday edition (Sat.) 133,466	.90	Flat							
	Combined daily (me) 390,701	1.10	Flat							
	Sunday Herald (S) 295,512	.85	Flat							
	Evening and Sunday (eS) 476,407	1.15	Flat							
BROCKTON 62,860 62,860-ABC-CZ	Enterprise & Times, 60 Main St., Tel.: JU 6-6200 (e) 42,304	.18	Flat	(AP, UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Enterprise Pub. Co. Chas. L. Fuller, Pres.	K. G. Dalton (eep) Robert E. Riordan (ce)	Jos. A. Messier (ne) Victor C. Dubois (sp)	Charles L. Fuller (gm-bm) Howard Smith (cm)	Arthur H. Dunford (nat. ad) J. Phillip MacDonald (ram)	M. L. Belcher (ms)
CAPE COD (Hyannis P. O.) 10,480 Barnstable (Town) 46,805 Barnstable (County) ABC-CZ	Cape Cod Standard-Times, 319 Main St., Hyannis, Mass., Tel.: Hyannis 1200 (e) 17,383	.12	Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Johnson, Kent, Gavin and Sinding, Inc.)	E. Anthony and Sons, Inc.	John H. Rogers (e) Wm. D. Steele (me) Falm. edition	Milton Cole (ne) Harry Hintlian (sp) Jean Childs (we)	Robert D. Wilkinson (bm) J. J. Kelleher (cm)	Luke P. Lally (ad) Charles J. O'Connor, Jr. (cam) Raymond J. Griffin, Jr. (ad-Falmouth Area)	
CHELSEA 38,912	Record, 18 - 4th, Zone 50, Tel.: CHelsea 3-2416 (e) 6,121	.07	.05	(I) (5¢, 28¢w) (none)	Chelsea Evening Record, Inc. Herbert D. Hancock, Pres.	Francis J. Dowd (ce)	William Siegal (sp)	Herbert D. Hancock (gm)	Franz D. Wolff (ad) Wm. J. Kilroy, Jr. (cam)	Benjamin Zaiger (ms)
CLINTON 12,287 12,287-ABC-CZ	Item (e) 3,368	.05	Flat	(I) (UP) (J) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The W. J. Coulter Press, Inc. Craven H. Coulter, Pres.-Pub.	W. G. Coulter (e-ce) C. H. Coulter (me)	O. L. Stone (ne) Reta Naughton (we)	C. C. Coulter (gm-bm)	C. H. Coulter (ad)	
FALL RIVER 111,963 111,963-ABC-CZ	Herald News, 207 Pocasset St., Tel.: 6-8211 (e) 39,701	.17	Flat	(I) (AP, UP, INS) (7¢, 40¢w, $2.00mo) (Kelly-Smith Co.)	Fall River Herald News Pub. Co. C. E. Sevigny, Pres. E. J. Delaney, Pub.	E. J. Delaney (e) A. A. Dube (ce)	F. J. McGrath (sp)	C. E. Sevigny (gm) G. E. Sullivan, Jr. (cm)	T. A. O'Donnell (ad-mga-ram) M. Modlowski (cam)	
FITCHBURG 42,691 42,691-ABC-CZ	Sentinel, 808 Main St., Tel.: FItchburg 3-3711 (e) 16,607	.11	Flat	(I-R) (AP) (5¢, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Sentinel Ptg. Co. George H. Godbeer, Pres. Dalbert A. Bechtol Asst. to the Pres.	George H. Godbeer (e-me) Charles H. Shooshan, (ce)	John Connelly (sp)	Elliot G. Wellington (bm-cm)	Allan C. Inman (mga) L. Gunnar Boring (cam)	Glendon S. Magoon (ms)
FRAMINGHAM 36,951	News, Tel.: TRinity 2-4321 (e) 12,207	.08	Flat	(I) (INS) (5¢. 35¢w, $1.50mo) (Johnson, Kent, Gavin & Sinding, Inc.)	News Pub. Co. James E. MacPherson, Pres.-Pub.	Raymond J. Callahan (e)		Robert G. MacPherson (gm-bm-cm)	Robert G. MacPherson (ad) Leon T. Sheltry (ram) John A. Crane(mga)	
GARDNER 19,581	News (e) 6,901	.07	Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	W. E. Hubbard Trust	Alfred J. Abbott (e-me)	T. F. Flynn (sp)	Harry D. Hardy (bm)	Harry D. Hardy (mga-ram)	A. J. Lajoie (ms)
GLOUCESTER 25,167 29,398-ABC-CZ	Times, Whittenore St., Tel.: 70 (e) 9,351	.08	Flat	(I) (UP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip S. Weld, Pub.	Paul B. Kenyon (e)		Leonard Gibson (bm) Arthur Myett (cm)	Alexander N. Stoddart (ad)	Alexander N. Stoddart (pm) Samuel R. Furtado (ms)
GREENFIELD 17,349 27,348-ABC-CZ	Recorder-Gazette (e) 12,393	.10	Flat	(I-R) (AP) (7¢, 42¢w) (Gilman, Nicoll & Ruthman)	Recorder Publishing Co., Inc. Wm. Dwight, Treas. Henry J. Conland, Pres.	Harold E. Le Vanway (eep-e-me) Robert P. Dolan (ce)	Wayne A. Smith (ne) Robert P. Dolan, Jr. (sp) Margaret C. Birt (we)	H. Irving Jenks (gm-bm-com) John J. Broughan (asst. gm) Delmar P. Magoon (cm)	John J. Broughan (ad-mga-ram-cam)	John J. Broughan (apm) Delmar P. Magoon (pm)

Can You Guess...

What Boston Paper This Is?

IT HAS

The largest net home coverage *

The largest percent of its circulation found in the home — 90% *

A definite lead as the "home" paper — not only among housewives but also among men *

Highly representative coverage—in all age groups, in all sizes of families, in occupation groups *

The highest percent of exclusive coverage (read only one paper) *

More papers delivered by carrier and by mail *

What Boston Daily Paper Reaches the Largest Home Audience?

	City Zone	Boston Trading Area
	(Minus self-duplication)	
Globe	46%	36%
Herald & Traveler	30%	27%
Record-American	33%	31%

What Boston Sunday Paper Reaches the Largest Home Audience?

	City Zone	Boston Trading Area
Globe	50%	42%
Advertiser	27%	30%
Herald	22%	22%

*ANSWER: The Boston Globe

An objective study by Elmo Roper and Associates discovered these facts — and others. This is the only media study of Boston newspapers made since The Boston Post ceased publication.

Boston's Great Family Newspaper

YES, IT'S

The Boston Globe

MORNING • EVENING • SUNDAY

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Chicago & Detroit

CRESMER & WOODWARD, INC.
New York, San Francisco, Los Angeles

THE LEONARD CO.
Miami Beach, Florida

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mark. Supt.
HAVERHILL 47,280 52,424-ABC-CZ	Gazette, 179 Merrimack St., Tel.: DRake 4-4771 (e) 19,856 .12 Flat	(I) (UP) (7¢, 45¢w) (Ward-Griffith Co., Inc.)	The Haverhill Gazette Co. J. Wesley Russ, Pub.	William H. Heath (eep-e) J. J. Moran (me-ce)	E. A. Benner (ne) Walter Ryan (sp) Mary F. Conlon (we)	Geo. W. McLaughin (bm) James I. O'Hearn (cm)	Geo. W. McLaughlin (mga-ram) Forrest E. Pettengill (cam)	W. H. Heath (ms)
	Journal, 91 Merrimack St., Tel.: DRake 2-7711 (e) ..... .12 Flat	(I) (UP) (7¢, 45¢wk) (Story, Brooks & Finley, Inc.)	Union Leader Corp. William Leob, Pres. & Pub.	W. E. Benner (Exec. Edit.) T. A. Dearborn (eep)	James Stack (ne) Jack Driscoll (sp) Meg Geraghty (we)	William J. Montague (gm) George E. Connell (cm) Robert Ellis (com)	William J. Montague (ad) J. Donovan Mills (mga) Bert Goodwin (ram) C. F. Carlson (cam)	David P. Bliven (apm) L. R. Desruisseaux (pm)
HOLYOKE 54,661 114,017-ABC-CZ 123,645-ABC Par. 15	Transcript-Telegram (e) 26,937 .14 Flat	(I-R) (AP, UP) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	Holyoke Transcript-Telegram Pub. Co. Inc. William Dwight, Pub.	Arthur Ryan (e) Richard J. Murphy (me)	M. Stanley McIntyre (ne) William F. Keating (sp) Mrs. Geo. E. Bricks (we)	William Dwight, Jr. (gm-bm) Donald R. Dwight (Asst. to Pub.) Albert J. Stoeckel (cm)	H. M. Healy (ad) Renso Peccioli (ram) Catherine T. McCann (mga) Bert J. Murphy (cam)	H. M. Healy (pm-apm) Frank Downey (ms)
HUDSON 8,211	Sun* (e) 2,220† .... Combined edition (e) 7,795† .08* Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Hudson Daily Sun Company John E. Rice, Pres. Dustin S. Lucier, Pub.	Robert Wilcox (eep-e-me-ce)	Robert H. Wilcox (ne-sp) Ethelyn Coolidge (we)	John H. Burke (gm) Nellie M. Jones (bm) Albert Beaudreau (cm)	John H. Burke (nat. ad mgr) R. H. Wilcox (ram) Ethelyn Coolidge (cam)	John H. Burke (apm) Harvey Morse (ms)
	†Oct. 1, 1957 *Hudson Sun and Marlboro Enterprise are sold only in combination. Combined rate .15 Also sold in combination with Acton Weekly Enterprise; Bedford Weekly Enterprise; Concord Weekly Enterprise; Maynard Weekly Enterprise and Sudbury Weekly Enterprise at .08 per line extra.							
HYANNIS	See Cape Cod.							
LAWRENCE 80,536 125,935-ABC-CZ	Eagle, 285 Essex Street, Tel.: MUrdock 6-4171 (m) 4,002 .20 Flat Tribune (e) 36,839 .20 Flat Combined daily (me) 40,841 .20 Flat	(I) (AP) (J) (5¢, 30¢w, $1.25mo. M or E) (Ward-Griffith Co., Inc.)	Eagle-Tribune Pub. Co. Irving E. Rogers, Pres.-Pub.	Herbert A. Thomas (eep) Allan B. Rogers (me) Frederick B. Cole (ce-Eagle) John F. Dowd (ce-T)	Wm. C. Ferguson (sp) Mary H. Doyle (we)	Irving E. Rogers (gm) Wm. F. Lucey (bm) Irving E. Rogers, Jr., (asst. bm) Paul C. Abbot (cm) James R. Foss (com)	John P. S. Doherty (ad-mga-ram) Edwin J. Watts (cam)	.....
	Sun (S) 11,055 .085 Flat	(I-R) (UP) (10¢) (none)	Lawrence Publications, Inc. John P. S. Mahoney, Jr., Pub.	Arnold W. Sullivan (e)	Vartkes Takesian (sp)	David Shack (cm)	Frank A. McPhee (ad) Mrs. Sally L. Gianni (cam)	John P. S. Mahoney (pm)
LEOMINSTER 24,075	Enterprise, Colburn Court, Tel.: LE 4-4926 (e) 5,152 .06 Flat	(I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Leominster Enterprise Co. Robert H. James, Pres.	Clinton P. Rowe (eep-e-me-ce)	Clinton P. Rowe (ne) Henry Auger (sp)	William James (gm-bm) Robert James (cm)	Malcolm B. Johnson (ad-mga-ram) Robert H. James (cam)	Malcolm B. Johnson (pm) Stanley Smith (ms)
LOWELL 97,249 131,201-ABC-CZ	Sun, 15 Kearney Sq., Tel.: GL 5-5671 (e) 41,960 .26 .22 Sunday edition (S) 29,603 .22 .18	(I) (INS) (AP, UP) (7¢, 20¢S, 62¢w-d&S, $1.30mo) (*S) (Story, Brooks & Finley, Inc.)	Lowell Sun Pub. Co. John H. Costello, Pres.	Clement C. Costello (eep-e) David F. Connors (me) Wm. F. Moran (ce)	Chas. Sampas (ne) Charles D. Harrington (Su) G. F. Sargent (sp) Anne Donaghoe (we)	Frank A. Lawlor (gm-bm) R. M. Harrington (cm)	Wm. T. Fleming (ad) C. E. Smith (mga) V. Rowaneckes (ram) Robert Bates (cam)	George J. McGuane (pm) Frank A. Lawlor (apm) Joseph Burns (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

The Nation's NEWEST Daily—

THE HAVERHILL JOURNAL

HAVERHILL, MASSACHUSETTS

Born With A Ready-Made Future!

Started December 5, 1957 . . .
AS A WEEKLY GIVE-AWAY
Converted December 16, 1957 . . .
TO A PAID DAILY
To Satisfy Overwhelming Public Demand

AVERAGE NET PAID CIRCULATION FIRST WEEK OF PUBLICATION . . . *9,881

. . . And Still Growing!

INSTANTANEOUS READER AND ADVERTISER ACCEPTANCE UNPARALLELED IN NEWSPAPER HISTORY

** Certified by Louis Kremer, Certified Public Accountant, Haverhill, Mass., Jan. 4, 1958*

Represented Nationally by STORY, BROOKS & FINLEY, Inc.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LYNN 99,738 131,159-ABC-CZ 142,342-ABC Par. 15	Item (e ex Sat.) 23,603 Saturday edition (Sat.) 20,666	.15 .15	Flat Flat	(I-R) (AP) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Hastings & Sons Pub Co. Mrs. Wm. Kimball, Pres. Ernest W. Lawson, Pub.	Charles E. Gallagher (eep-me)	Vincent P. O'Brien (ne) Edward H. Cahill (sp) Hazel Anderson (we)	Ernest W. Lawson (gm) James T. Kelly (cm)	Peter Gamage (ad) Natalie Pitman (mga) O. H. Austin (ram) James T. Kelly (cam)	Ernest W. Lawson (pm-apm)
	Telegram-News, 35 Central Ave., Tel.: LY 2-4600 (e) 20,221 Sunday edition (S) 22,170	.14 .14	Flat Flat	(D) (UP) (5¢, 20¢S, 50¢w-d&S, $2.15 mo) (Reynolds-Fitzgerald, Inc.)	Lynn Telegram, Inc. Frederick W. Enwright, Pres.-Pub J. Albert Dear, Treas.	Jacob Finkle (eep-e-me) Elmer Widell (ce)	Jacob Finkle (ne-Su) J. F. Williams (sp) Mary S. King (we)	Edgar Bates (gm-bm-cm)	Frederick Gluck (ad mga-ram) Eleanore V. Enwright (cam)	Eleanore V. Enwight (pm-apm) James Dempsey (ms)
MALDEN 59,804	News, 22 Ferry St., Zone 48, Tel.: MA 2-0064 (e) 10,895	.10	Flat	(I) (UP) (5¢, $1.50mo)	Malden Publications, Inc. John A. Volpe, Pres. David Brickman, Pub.	David Brickman (e) Philip R. Scheier (me)	Tom Kenney (sp)	David Brickman (gm) Sidney Kane (cm)	Norman Morrison (ad-mga-ram-cam)	Norman Morrison (apm)
MARLBORO 15,756 16,892 Loc. Est.	Enterprise* (e) 5,575† Combined edition (e) 7,795†	.08 .08	Flat Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Enterprise Press, Inc. John E. Rice, Pres. Dustin S. Lucier, Pub.	W. H. Laverdure (ce-ne) Bernard J. Kane (me)	Robert Pryor (sp) Blanche Walker (we)	Bernard J. Kane (gm) Nellie Jones (bm) Albert Beaudreau (cm)	Amos R. Morin (ad-mga) Helen Pollard (cam)	Harvey Morse (ms)
	†Oct. 1, 1957 *Sold in combination with Hudson Sun. See Hudson listing. Combined rate .15. Also sold in combination with Acton Weekly Enterprise, Bedford Weekly Enterprise, Concord Weekly Enterprise, Maynard Weekly Enterprise and Sudbury Weekly Enterprise at .08 per line extra.									
MEDFORD 66,113	Mercury, 20 Salem St., Zone 55, Tel.: MY 8-0045 (e ex Sat.) 7,733	.08	Flat	(I) (UP) (5¢, $1.25mo) (none)	Medford Publications Inc. John A. Volpe, Pres. David Brickman, Pub.	David Brickman (eep-e) Alphonse Frezza (me)	.....	David Brickman (gm) Sidney Kane (cm)	Donald S. Hartnett (am)	Donald S. Hartnett (apm)
MILFORD 15,442	News, 4 Park Terrace, Tel.: 570 (e) 7,214	.08	Flat	(I) (INS, UP) (5¢, 32¢w) (Julius Mathews Special Agency, Inc.)	Milford Daily News Co. Wm. F. Wright, Pres.-Pub.	Geo. Billings (eep-e) Edwin Gaskill (ce)	Stanley Jones (sp)	Chas. Miller (gm)	Chas. Miller (ad) Wm. F. Wright (mga) Ray F. Lovell (ram)	Chas. Tomaso (ms)
NEW BEDFORD 109,189 133,299-ABC-CZ	Standard-Times, 555 Pleasant Street, Tel.: WY 5-7411 (e) 61,548 Sunday edition (S) 50,969	.26 .22	Flat Flat	(I) (AP, UP, INS) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S, $1.70 mo-d) (Story, Brooks & Finley)	E. Anthony & Sons Inc. Basil Brewer, Pres.-Pub.	Charles J. Lewin (eep-e) J. Richard Early (me) Norman M. Bryden (ce)	John W. Roberts (ne) John H. Ackerman (Su) George L. Patzer (sp) Mrs. Amantha A. Akin (we)	Charles J. Lewin (gm) Dan B. Gaylord (gbm) E. G. Otis (bm) Jeremiah J. Kelleher (cd)	Robert K. O'Neill (ad) Wendell D. Harbert (mga) William Almy, III (cam)	.....
NEWBURYPORT 14,111 14,111-ABC-CZ	News (e) 6,366	.07	Flat	(UP) (7¢, 42¢w, $1.75 mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip Weld, Pres.-Pub.	Wm. L. Plante, Jr. (me)	Bill Coltin (ne)	.....	Ralph Gibbs (ad)	Gordon Locke (ms)
NORTH ADAMS 21,567 41,024-ABC-CZ	Transcript, 25 Bank St., Tel.: MOhawk 3-3741 (e) 13,138	.10	Flat	(I) (AP) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	Transcript Pub. Assn. James A. Hardman, Pub.	Jas. A. Hardman, Jr. (e) Philip A. Lee (me)	Thomas F. McShane (sp)	Robert Hardman (bm) John Shields (cm)	Edward J. Fallon (ad-ram) Catharine Hynes (mga) Doris E. Faille (cam)	.....
NORTH ATTLEBORO 12,146	Chronicle, 12-14 Church St., Tel.: MYrtle 9-4431 (e) 3,871	.06	.05	(I) (INS) (J) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	North Attleboro Chronicle Co. Joseph W. Martin, Jr., Pres.-Pub.	Albert L. Martin (eep-ce) Charles F. Martin (me)	Albert L. Martin (ne-sp)	Edward E. Martin (gm) Robert R. Sherman (bm) Chester Twardzicki (cm)	John Stallard (ad) John Stallard (ram) Chester Twardzicki (cam)	Robt. J. Chabot (ms)
NORTHAMPTON 29,063 39,757-ABC-CZ	Hampshire Gazette (e) 13,286	.10	Flat	(I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	H. S. Gere & Sons, Inc. Harriet W. DeRose, Pres.	C. N. DeRose (e) Edw. J. O'Dea (ce)	.....	Harriet W. DeRose (gm) Katherine E. Hurley (cm) Sidney F. Smith (bm)	Harriet W. DeRose (mga)	.....
PITTSFIELD 53,348 60,714-ABC-CZ	Berkshire Eagle, 33 Eagle St., Tel.: 7311 (e) 28,354	.16	Flat	(I) (AP, UP) (5¢, 30¢w, $1.35mo) (Julius Mathews Special Agency, Inc.)	Eagle Pub. Co. Donald B. Miller, Pres.-Pub.	Lawrence K. Miller (eep-e-me) Theodore Giddings (ce)	Kingsley R. Fall (ne) Roger O'Gara (sp) Mrs. Mary-Jane Gross (we)	Donald B. Miller (bm-gm) Joseph Cancilla (cm)	Miss Jennie La Dame (mga) J. B. Rabiner (ram) L. Warren Perkins (cam)	Kenneth L. Fawcett (ms)
QUINCY 83,835 139,686-ABC-CZ	Patriot-Ledger, 13-19 Temple St., Zone 69, Tel.: GRanite 2-7000 (e) 41,945	.20 (Contract)	.18	(I) (AP, INS, UP) (7¢, 42¢w, $1.80mo) (Ward-Griffith, Inc.)	Geo. W. Prescott Pub. Co. G. Prescott Low, Pub.	John R. Herbert (e) Donald C. Wilder (ce)	Prescott E. Hobson (sp)	Frank Geoghegan (bm) David O. Dahlroos, Jr. (cm)	Leo. T. O'Brien (ram) Kenneth L. Newbury (mga) Lucie A. Spicer (cam)	.....
SALEM 41,880 94,010-ABC-CZ 101,064-ABC Par. 28	News, 155 Washington St., Tel.: PI 4-0600 (e) 25,761	.16	Flat	(I) (AP) (5¢, 36¢w) (Julius Mathews Special Agency, Inc.)	Salem News Pub. Co. Roland W. Estey, Pres.	Warren F. Rockwell (ce)	.....	Donald M. Keyser (gm) Rita C. McGinness (cm)	Leonard F. Willey (ad) Frederick R. Lawson (mga)	.....
SOUTHBRIDGE 17,519—(Town)	News (e) 5,083	.075	Flat	(I) (UP) (4¢-24¢w, $1.10mo) (none)	Southbridge Evening News, Inc. V. V. McNitt, Pres.-Pub. Frank McNitt, Asso. Pub.	V. V. McNitt (e) Frank Little (me)	Evelyn B. Norton (we) Philip Gerace (sp)	V. V. McNitt (gm) B. S. Goodwin (cm-com)	George Mozley (ad)	.....
SPRINGFIELD 162,399 168,500	Union (m) 81,551 News (e) 96,945 Combined daily (me) 178,496 Republican (S) 113,886	.... .45 .30	.... Flat Flat	Union-R, News-D, Rep.-I) (AP, UP, DJ, NANA, INS) (CT-NYN) (5¢, 15¢S, 30¢w, $1.25mo) John Cardinale (New York) George Cole (Chicago), Norman K. Reynolds (Boston), R. J. Birch & Co. (Pacific Coast)	Republican Pub. Co. Charles R. Meyrick, Pres.	Paul F. Craig (eep-me-U) Wm. M. Hatch (assoc. e-U) Roy W. Dykstra (ce-U) Frank H. Kelly (eep-me-N) Roger Desjarlais (ce-N) Horace B. Hill (eep-R) Walter R. Graham (me-R)	Richard Husband (ne-N) Roger Sylvester (ne-U) Walter R. Graham (Su-sp)	Charles R. Meyrick (bm) Francis R. Fennessey (cm) Sidney R. Cook (com)	John Cardinale (mga) J. Duggan (ram) John Mannix (cam)	Donald Ramey (apm)
TAUNTON 40,109 40,109-ABC-CZ	Gazette, 5-9 Cohannet St., Tel.: VAndyke 4-4033 (e) 11,399	.09	Flat	(I-R) (AP) (7¢, 42¢w, $2.00mo) (Julius Mathews Special Agency, Inc.)	Wm. Reed & Sons Co. Katharine R. Davol, Pres. William R. Reed, Pub.	William R. Reed (e) John Ralston (ce)	Robert H. Briggs (ne) John A. Needs (sp)	William R. Reed (gm) Robt. W. MacGlashing (cm)	G. Donald Guthrie (ad) Gardner Woodward (cam)	Milton Reed (pm) William R. Reed (ms)
WAKEFIELD 19,633 22,115	Item, 26 Albion, Tel.: CRystal 9-0080 (e ex Sat.) 6,360	.075	.055	(I-R) (J) (5¢, 31¢w, $1 mo) (none)	Wakefield Item Co. Emma B. Dolbeare, Pres. Cyrus M. Dolbeare, Pub.	Cyrus M. Dolbeare (e) Robert G. Reed (me) Allston Van Wagner (ce)	Robert G. Reed (ne-sp)	Richard B. Dolbeare (gm-bm) Norman D. Sproul (com)	Richard W. Baker (ad-mga) Henry E. Webster (ram) Louise E. Lake (cam)	Richard B. Dolbeare (ms)
WALTHAM 47,187 47,187-ABC-CZ 54,423-ABC Par. 15	News-Tribune, 18 Pine St., Zone 5, Tel.: TWinbrook 3-1670 (e) 16,007	.10	Flat	(I-R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Waltham Pub. Co. Jas. L. Connelly, Pres. Alexander T. Skakle, Pub.	Alexander T. Skakle (e) Thos. J. Murphy (me) William B. Hay (ce)	Francis H. Murphy (sp) P. May Cabeceiras (we)	Alexander T. Skakle (gm) John A. Skakle (bm) James L. Connelly (cm)	John A. Skakle (ad) John B. Gralton (mga, ram, cam)	Arthur M. Kohler (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. From. Man. Mech. Supt.
WOBURN 20,492	Times, 25 Montvale Ave., Tel.: WOburn 2-3700 (e) 6,600	.07 Flat	(I) (7¢, 35¢w, $1.00 mo)	Woburn Daily Times, Inc. J. D. Haggerty, Jr. Pres.-Pub. Paul L. Haggerty, Co-Pub.	M. J. Curran (eep-ce) James D. Haggerty, Jr. (e) P. L. Haggerty (me)	James D. Haggerty, Jr. (ne) Robert L. Varey (sp) Mrs. Joan McGowan (we)	J. D. & P. L. Haggerty (gm-bm) Charles J. Riley (cm)	J. D. Haggerty, Jr. (ad) Wm. Shaughnessy (mga-ram) Betty Devaney (cam)	Wm. Sullivan (pm-apm) Italo Galante (ms)
WORCESTER 203,486 256,888-ABC-CZ	Telegram, 20 Franklin St., Zone 1, PLeasant 5-4321 (m) 60,734 Gazette (e) 102,839 Combined daily (me) 163,573 .57 .49 Telegram (S) 104,590 .44 .36		(R) (AP, RN, INS) (5¢, 25¢S, 30¢w-d, $1.35 mo-d, $1.10mo-S) (I) (AP, INS, UP) (5¢, 25¢S, 30¢w-d, $1.35 mo, $1.10mo-S) (Moloney, Regan & Schmitt, Inc.)	Worcester Telegram Pub. Co., Inc. Harry G. Stoddard, Pres. Howard M. Booth, Pub. M. H. Williams, Asst. to the Pub.	Forrest W. Seymour (e) Leslie E. Moore (exec. e) F. P. Murphy (me-T) Ayton F. Smith (me-G) R. LaRocque & A. Alfred Marcello (ce-T) Stephen D. Donahue (ce-G)	Carl W. Erickson (ne-T) Wm. F. Holland (ne-G) Frederick L. Rushton (Su) Leroy J. Mumpton (sp-T) Edward W. Scannell (sp-G) Mildred Mikkanen (we-T&G)	Richard C. Steele (gm-bm) Hilding C. Peterson (cm) Gordon A. O'Brien (com)	F. R. Twiss (ad) Edward L. Davis (mga) Raymond J. Dowd (ram) Wm. J. Dixon (cam)	Walter F. Hopkins (pm) Alfred S. Arnold (prod. mgr.) William Weinrich (ms)

MICHIGAN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. From. Man. Mech. Supt.
ADRIAN 18,393 21,632-ABC-CZ 25,508-ABC Par. 15	Telegram (e) 18,325	.125 Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Allen-Klapp Co.)	C. K. Wesley, Pub. C. S. Wesley, Ass't Pub.	Donald L. Frazier (e) Hoig L. Gay (me)	Donald Vogel (sp) Madge Milikin (we)	H. F. Bailey (gm) R. D. Benedict (cm)	Edward E. Porter (ad) Norman Figy (cam)	Dick Martinson (ms)
ALBION 10,406	Recorder, 111 W. Center, Tel.: 3984 (e) 3,784	.06 Flat	(I) (UP) (J) (6¢, 30¢w) (Scheerer & Co.)	The Recorder Press Co. J. C. Bedient, Pres.-Pub. Blair C. Bedient, V.P.	George Mather (eep-e)	George Mather (ne) William Beers (sp) Mrs. Ruth Gable (we)	Blair Bedient (ad-ram)	Blair Bedient (mga-cam)	George Keyes (ms)
ALPENA 13,135 15,090-ABC-CZ	News, Tel.: 900 (e) 8,331	.10 Flat	(I) (UP) (7¢, 35¢w) (Theis & Simpson Co., Inc.)	Alpena News-Pub. Co. John Emmet Richards, Pres.-Pub.	Patrick C. Richards (e) Ray McCallum (ce-me)	Edward E. Allen (sp)	Phil Richards (gm) B. R. Lamp (cm)	Robert Ruth (ad) William Hackenberg (cam)	.....
ANN ARBOR 48,251 53,552-ABC-CZ	News, 340 E. Huron St., Tel.: NOrmandy 3-3361 (e) 25,826	.16 Flat	(I) (AP, UP) (7¢, 40¢w) (S. B. Newman, Brice McQuillin, Wm. Shurtliff and A. H. Kuch)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Arthur Gallagher (eep-e) Dick Emmons (ce)	William Mullendore (ne) Mill Marsh (sp) Rosann Spratt (we)	Geo. P. McCallum, Jr. (gm) Chas. C. Westenfeld (cm)	Geo. P. McCallum, Jr. (mga) Karl W. Horning (ram) Leo T. Zahn (cam)	.....
BAD AXE 2,973 2,973-ABC-CZ	Huron Tribune, 100 W. Huron Ave., Tel.: 5 (d ex Sat.) 3,493	.06 Flat	(I) (UP) (J) (7¢, $1.00mo) (none)	Huron Daily Tribune (Co-Partnership) John C. Hewens, Clare J. Hewens, Jr. Clare J. Hewens, Sr., Pub.	Clare J. Hewens, Jr. (e)	Arnold Adler (sp) Mrs. Jean Adler (we)	Clare J. Hewens, Sr. (gm)	John C. Hewens (am) Robert E. Kerr (mga)	Richard DeChane (ms)
BATTLE CREEK 48,666 69,798-ABC-CZ	Enquirer & News, 155 W. Van Buren, Tel.: WO 4-7161 (e) 37,186 Sunday edition (S) 36,937	.18 Flat .18 Flat	(I) (AP, UP) (J) (7¢, 10¢S, 45¢w, $2.00 mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres.	Ralph Koons (eep) H. A. Chipman (me) A. L. Miller (e) Ralph Koons (Exec. ce) Art Middleton (ce)	Louis Sinclair (ne) Cecil Munson (Su) Wendell Foltz (sp) Elizabeth Holmberg (we)	R. B. Miller (gm) G. A. Dennis (bm) Andrew Ford (cm)	R. H. Newcomer (ad) J. F. Newman (mga) Frank J. Latoszewski (ram) Marjorie Fleming (cam)	J. F. Newman (pm) G. A. Dennis (prod. mgr.) Eric Ivany (comp. foreman)
BAY CITY 52,523 62,460-ABC-CZ	Times, 311 Fifth Ave., Tel.: TWinbrook 5-8551 (e) 36,508 Sunday edition (S) 36,421	.18 Flat .18 Flat	(I) (AP, UP) (7¢, 10¢S, 40¢w-d&S) (S. B. Newman, Brice McQuillin, A. H. Kuch & Wm. Shurtliff)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Glenn MacDonald (e)	Milton D. Hewes (ne) Mike Sturm (sp) Melda Lynn (we)	John Krafft (gm) Earl Leavens (cm)	Edgar Heiden (mga) Ralph Schweitzer (ram) Lloyd Stevens (cam)	.....
BENTON HARBOR 18,769 43,149-ABC-CZ	News-Palladium (e) 22,345	.17 Flat	(R) (AP) (7¢, 35¢w) (E. A. Faulkner & Associates)	Palladium Pub. Co. S. R. Banyon, Pres.-Pub.	S. R. Banyon (eep-e) L. R. White (eep-me) N. A. Lindenfeld (ce)	James Shanahan (sp) Mrs. Gladys Bailey (we)	S. R. Banyon (gm) R. M. Boothby (bm) Chas. Bowie (cm)	R. M. Boothby (ad-mga) J. W. Case (ram-cam)	R. W. Haynes (pm) H. Wesner (ms)
	*Sold only in combination with St. Joseph Herald-Press. See that listing.								
BIG RAPIDS 6,736	Pioneer, 118 N. Michigan, Tel.: 56 (e) 3,662	.06 Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	Arthur E. Anderson, Pub.	Arthur E. Anderson (e)	Lillian Palmer (ne) Lloyd Matteson (sp) Elaine Shoberg (we)	Gertrude Koenig (cm)	John E. Anderson (ad) Carmen Klinghammer (cam)	John Truxtoix (ms)
CADILLAC 10,425	News, Evening News Bldg., Tel.: PRospect 5-2136 & 5-3377 (e) 5,622	.07 Flat	(I-R) (UP) (6¢, 30¢w) (Scheerer & Co.)	Cadillac Evening News Earl T. Huckle Pres.-Pub.	Earl T. Huckle (eep-e) Howard Cogan (me)	Howard Cogan (ne) C. A. Paulson (sp)	Earl T. Huckle (gm) C. A. Paulson (bm) E. B. Benson (cm)	Carl A. Paulson (mga) E. B. Benson (cam)	W. L. Laney (ms)
CHEBOYGAN 5,687	Tribune, 308-310 North Main St., Tel.: 71 (e) 3,762	.06 Flat	(I) (AP) (J) (7¢, 30¢w) (Scheerer & Co.)	Cheboygan Pub. Co. Myrton M. Riggs, Pres.-Pub.	M. M. Riggs (e-me) G. J. Turner (ce)	G. J. Turner (ne-sp) Alta Riggs (we)	M. M. Riggs (gm) Mona Weston (bm) Ellen Olcott (cm)	Leo Bourrie (ad-ram) M. M. Riggs (mga) Janet Douglas (cam)	M. M. Riggs (pm-apm) John Chevalier (ms)
COLDWATER 8,594	Reporter, 15 W. Pearl St., Tel.: 60 (e) 5,955	.08 Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	Coldwater Reporter Co.	Seton Bovee (me) Duke Davidson (ce)	Duke Davidson (ne) Seton Bovee (sp)	Elinor Sweet (com)	A. G. White (ad-ram)	A. G. White (pm-apm) Geo. Hollis (ms)
DETROIT 1,849,568 1,910,000 '57 Est. 2,121,699-ABC-CZ 2,226,300 '57 CZ Est.	Free Press, Zone 31 (m) 471,203 Sunday edition (S) 505,806	1.15 Flat 1.25 Flat	(I) (AP, UP, CDN, CT-NYN, NYT) (J) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (Story, Brooks & Finley Inc.)	Knight Newspapers, Inc. John S. Knight, Pres.-Pub. Lee Hills, V.P.	John S. Knight (e) Lee Hills (exec. e) Frank Angelo (me) John Driver (ce) Royce Howes, (assoc. e)	Walter Pierre (ne) Wm. J. Coughlin (Su) Lyall Smith (sp) B. Dale Davis (we)	H. C. Weidler (bm) C. A. Renwick (asst. bm) E. R. Hatton (cir. consult.) Wm. Tade Walsh (cd)	George Nelson (ad) C. W. Cosgrove (asst. to bm & adv. counsel) Elliott Shumaker (mga) G. J. Hatie (ram) Felix M. Bryan (cam)	F. N. Lowe (pm-apm) R. J. McBride, Jr. (rd) Henry Lentz (ms) Les Griner (prod. mgr.)
	News, 615 West Lafayette, Zone 26, Tel.: WOodward 2-2000 (e) 468,167 Sunday edition (S) 579,068	1.15 Flat 1.25 Flat	(I) (AP, UP, DJ, NANA, NYHT, RN) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (H. G. Baker, Chicago; Eastern Office 260 Madison Ave., New York 16; Brice McQuillin, San Francisco; The Leonard Co., Florida)	Evening News Association Warren S. Booth, Pres.	Harry V. Wade (e) M. S. Hayden (eep) Harvey Patton (me) Allen J. Nieber (ce)	John R. Chadwick (ne) Paul D. Aird (Su) Robert B. Wood (sp) Gordon C. Nixon (we)	D. R. Merrill (gm) N. J. Nicholl (bm) F. N. Mosher (bm) Lawrence J. Hamilton (cm) Robert M. Sherwood (com)	Max J. Gerstman (ad) M. K. Giles (mga) A. H. McKeown (ram) L. Skinner (cam)	J. Albert (pm-rd) Robt. C. Nelson (ms)
	Times, 1370 Cass Ave., Zone 31, Tel.: WOodward 3-8800 (e) 397,832 Sunday edition (S) 493,949	1.10 Flat 1.20 Flat	(I) (AP, INS) (7¢, 20¢S, 60¢w-d&S, $2.60 mo-d&S) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Detroit Times Div. Phil de Beaubien, Pub.	John C. Manning (eep-e) John MacLellan (me) James Trainor (ce)	Ernest Rapalle (ne) Francis Lenhardt (Su) Edgar Hayes (sp) Victor Packman (we)	W. H. Mills (bm) Walter Aronoff (cm) Karl Nations, Sunday mgr.	J. W. Fleck (ad) F. X. Poster (ram) John D. Burke (nam) A. E. Ball (cam)	L. H. Burbey (apm) J. J. Riley (ms)
DOWAGIAC 6,534	News, 203 Commercial, Tel.: ST 2-2101 (e) 3,482	.06 Flat	(I-R) (UP) (J) (7¢, 37¢w) (Scheerer & Co.)	The Dowagiac Daily News Co., Inc. John F. Larkin, Pres.	Robt. Stephenson (ce)	Mrs. Victor Phillips (we) Robt. Stephenson (sp)	George Zarry (gm) A. F. First (bm) Herbert Hanley (cm)	Fred J. McKenzie (ram)	Leo Kuseske (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ESCANABA 15,170 15,875-ABC-CZ	Press, 600 Ludington, Tel.: Business 692; News 35 (e) 10,353 .11	Flat	(I-R) (AP) (7¢, 40¢w) (Scheerer & Co.)	Delta Publishing Co., Inc. Frank J. Russell, Pres. James G. Ward, Jr., Assoc. Pub.	Jean Worth (e) C. B. Dunathan (me)	L. A. Danielson (wire-ne) Ray Crandall (sp) Amy B. Moberg (we)	James G. Ward, Jr. (gm) Duncan Cameron (bm-cm)	Donald J. Moreau (ad) A. J. Schmeltzer (mga) Edward McCarthy (cam)	Gust J. Trottier (ms)
FLINT 163,143 223,683-ABC-CZ 257,475-ABC Par. 15	Journal, Zone 2 (e) 93,260 .30 Sunday edition (S) 92,643 .30	Flat Flat	(I) (AP, INS, UP) (7¢, 10¢S, 40¢w) (A. H. Kuch; New York; Booth Michigan Newspapers, Chicago, Ill, Detroit Mich.; Brice McQuillin, San Francisco, Calif.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Michael A. Gorman (e) Ralph B. Curry (ce)	Harold F. Diehm (ne) Richard F. Shappell (Su) Tom Mercy (sp) Mrs. Joyce Cook (we)	H. M. Utley (mgr) R. W. Taylor (cm)	C. J. Koch (ram) A. C. Howchin (mga) Gilbert Gillett (cam)	
GRAND HAVEN 9,536 12,814-ABC-CZ	Tribune (e) 6,217 .07	Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co.)	The Daily Tribune (A partnership)	A. W. McCall (e-me) Clarence Poel (ce)	Herman Schaafsma (ne) Don Badcon (sp)	J. W. McCall (bm) Blaine McKenzie (cm)	J. W. McCall (ad) Alden Spencer (ram)	James Siplon (ms)
GRAND RAPIDS 176,515 241,233-ABC-CZ 281,977-ABC Par. 15	Herald, 8-10 Fulton St. E., Tel.: GL 9-4401 (m) 53,293 .20 Sunday edition (S) 86,086 .25 Morning and Sunday (mS) 139,379 .35	Flat Flat Flat	(I) (AP) (7¢, 20¢S, 35¢w-d, 55¢w-d&S) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. L. A. Weil, Jr., Pub. R. B. Miller, Pres.	Carleton Cady (eep) John Würz (e) Charles L. Clapp (me) William H. Bowles (ce)	Werner Veit (ne) Robert Host (sp) Elaine Clapp (we)	Harold B. Burtt (gm) Philip F. Johnson (cm)	Wm. F. Harmeyer (ad) W. R. Montgomery (mga) Robert A. Morse (ram) Elizabeth Bremer (cam)	
	Press, 20 E. Fulton, Tel.: GL 1-3511 (e) 115,186 .30	Flat	(I) (AP, UP) (J) (7¢, 35¢w) (A. H. Kuch, New York; S. B. Newman, Chicago; Brice McQuillan, San Francisco; Wm. Shurtliff, Detroit.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Lee M. Woodruff (e) M. M. Kesterson (me) G. Wallace Mouat (ce)	Edgar M. Woods (ne) Roscoe D. Bennett (sp) Mrs. Eleanor Pettersch (we)	H. G. MacMillan (gm) W. J. Raubinger (cm)	Fred H. Ellis (ad) S. H. Vandermeer (mga) Robert I. Darby (cam)	C. M. Greenway (pm)
GREENVILLE 6,818	News (e) 4,913 .065	Flat	(I) (AP) (7¢, 35¢w) (Allen-Klapp Co.)	Greenville News Dale Stafford, Pres.-Pub.	Dale Stafford (eep-e) Walter Jaehnig (me-ce)	Walter Jaehnig (ne-sp) Helene Balslev (we)	Dale Stafford (bm) Roger Williams (cm)	Robert Howard (ad-mga-ram) Jean MacDonald (cam)	Roger Williams (pm) Raymond Eastman (ms)
HILLSDALE 7,297 7,297-ABC-CZ	News, 33 McCollum, Tel.: HE 7-7353 (e) 8,305 .09	Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co.)	Hillside Herald, Inc. E. C. Hayhow, Pres.-Pub.	E. C. Hayhow (eep) Herbert F. Hale (me)	Mabel Oppeneer (we)	E. C. Hayhow (gm) Martelle Lanius (cm)	Joe P. Lackey, Jr. (ad) Norma Everhart (cam)	Albert Spencer (ms)
HOLLAND 15,858 25,056-ABC-CZ	Sentinel, 54-56 West 8th St., Tel.: 3191 (e) 12,638 .10	Flat	(I) (UP) (7¢) (Scheerer & Co.)	Sentinel Printing Co. W. A. Butler, Pres.-Pub.	W. A. Butler (e-eep)		W. A. Butler (bm)		
HOUGHTON 3,820 9,052-ABC-CZ	Mining Gazette, 65 Isle Royale, Zone 1, Tel.: 2200 (e) 10,358 .11	Flat	(I) (AP) (6¢, 35¢w, $1.50mo) (Scheerer & Co.)	The Mining Gazette Co. John W. Rice, Pub.	John W. Rice (e) Robert J. McCurdy (me)	Earl Gagnon (ne)	Walter F. Hansen (bm) Lisle Weber (cm)	W. F. Hansen (mga) Urbo Lammi (ram) Irene Waisanen (cam)	W. W. Washburn (apm)
IONIA 6,412	Sentinel-Standard, 114-116 N. Depot, Tel.: 265 or 450 (e) 4,242 .06	Flat	(I) (AP) (J) (7¢, $1.25mo) (Scheerer & Co.)	The Ionia Sentinel-Standard, Inc. Lucy V. Kidd, Pres.	Fred M. Kidd (e)	Murrel Jinks (ne) Fred M. Kidd, Jr (sp)	Fred M. Kidd (gm) Fred M. Kidd, Jr (bm)	Jack L. Welch (mga)	Harry O. Burke (ms)
IRON MOUNTAIN-KINGSFORD 9,679—Iron Mountain 5,038—Kingsford 15,996-ABC-CZ	News (e) 9,990 .11	Flat	(I) (AP) (7¢, 40¢w) (Scheerer & Co.)	Iron Mountain Pub. Co. Frank J. Russell, Jr., Pres.-Pub.	L. D. Tucker (eep-e) E. O. Erickson (asso. e)	A. Andreoli (sp) Kathleen Kennedy (we)	Frank J. Russell, Jr. (gm) L. S. Staple (bm) Paul Larson (cm)	Harold Soderberg (mga) Carmen Paoletti (cam)	A. P. Miller (ms)
IRONWOOD 11,466 14,610-ABC-CZ	Globe, 112 E. McLeod Ave., Tel.: 1100 (e) 9,042 .09	Flat	(I) (AP) (7¢, 40¢w) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.-Pub.	Edwin J. Johnson (me)		Linwood I. Noyes (gm) Edwin J. Johnson (mgr) Arvid Pelto (cm)	Robert Immich (mga-cam)	Henry Lindbloom (ms)
JACKSON 51,088 64,355-ABC-CZ	Citizen-Patriot (e ex Sat.) 36,807 .18 Saturday edition (Sat.) 33,175 .18 Sunday edition (S) 37,327 .18	Flat Flat Flat	(I) (AP, UP) (7¢, 10¢S, 45¢wk-d&S) (A. H. Kuch; Sheldon B. Newman; Brice McQuillin; Wm. Shurtliff)	Booth Newspapers, Inc. R. H. Bastien, Pres. J. A. McDonald V.P.	Carl M. Saunders (eep-e-me) James Brown (ce)	A. C. Baker (ne) Al Cotton (sp) Constance Reed (we)	J. A. McDonald (gm) Geo. M. Cowden (mgr) C. G. Cooke (cm)	S. L. Squier (ad-ram) Geo. C. Dorrance (mga) W. D. Wilkinson (cam)	
KALAMAZOO 57,704 89,213-ABC-CZ 104,732-ABC Par. 15	Gazette, 401 S. Burdick, Tel.: Fireside 5-3511 (e) 49,080 .21 Sunday edition (S) 50,013 .21	Flat Flat	(I) (AP, UP) (7¢, 10¢S, 45¢w $1.95-d&S) (A. H. Kuch, S. B. Newman, Brice McQuillin, and Wm. Shurtliff)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	John K. Walsh (eep-e) Jack Bell (ce)	Jack Crittenden (ne) Jerry Hagan (sp) Marjorie Goldsmith (we)	R. H. Bastien, Jr. (gm) John Hayward (cm)	L. E. Keene (ad-ram) Richard Allers (mga) Earl W. Beach (cam)	D. C. Malotte (pm)
LANSING 143,567-ABC-CZ 171,227-ABC Par. 15	State Journal, 120 E. Lenawee, Zone 19, Tel.: IV 5-3211 (e) 64,288 .27 Sunday edition (S) 63,334 .27	Flat Flat	(I-R) (AP, UP, INS) (7¢, 10¢S, 45¢w-d&S, $2.00mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres. Paul A. Martin, Pub.	Frank Sallows (eep) Paul A. Martin (e) Kenneth R. West (me) Hayden R. Palmer (ce)	Richard Murray (tel. ed.) J. Maynard Hill (Su) George S. Alderton (sp) Virginia Baird (we)	Paul A. Martin (gm) Ellis E. Gregg (bm) Willard W. Reed (cm) R. V. DeBarry (com)	Joseph F. Foltz (ad) Robert J. Bowerman (mga) Edward C. McKeone (ram) C. J. Woodruff (cam)	Harold C. Fildey (pm) Robert J. Bowerman (apm) Rock O. Wales (ms)
LUDINGTON 9,506 9,506-ABC-CZ	News, North Rath Ave., Tel.: 21 (e) 5,734 .07	Flat	(I) (AP) (5¢d, 30¢w, $1.30mo) (Scheerer & Co.)	Ludington Daily News, Inc. H. P. Furstenau, Pres.-Pub.	H. P. Furstenau (eep-e) Paul S. Peterson (me)	Agnes MacLaren (ne) Paul S. Peterson (sp) Grace M. Kelly (we)	H. Abrahamson (bm) Kenneth Case (cm)	H. Abrahamson (ram) Marilyn Bentz (cam) William E. Banninga (ram)	William E. Banninga (pm) H. Schumacher (ms)
MANISTEE 8,642	News Advocate, 415 Water St., Tel.: 870 or 871 (e) 4,334 .06	Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	John Batdorff, Pub.	Win Kuehl (e) Fred R. Charlton (me)	Jerry Skiera (sp) Lorraine Bosschem (we)	Fred Charlton (gm-bm) Bea Burlingame (cm)	Wm. Henry (ram) Louise Lockhart (cam)	Wm. Schimke (ms)
MARQUETTE 17,202 17,202-ABC-CZ	Mining Journal (e) 14,527 .13	Flat	(I) (AP, NYHT) (7¢, 40¢w, $1.75mo) (Scheerer & Co.)	The Mining Journal Co. Ltd. F. J. Russell, Pres.	Kenneth S. Lowe (e) Robert Biolo (ce)	Mary G. Belmore (we)	W. H. Treloar (gm) F. E. Harkin (cm) W. C. Johnson (com)	Jas. H. Luke (ad-mga) Ken Kuivinen (ram) Robt. Serfas (cam)	Frank Koskey (ms)
MARSHALL 5,777 5,777-ABC-CZ	Chronicle, 227 W. Mich. Ave., Tel.: ST 1-3943-44 (e) 3,413 .06	Flat	(I-D) (UP) (6¢, 30¢w) (Scheerer & Co.)	J. M. Moses, Pub.	J. M. Moses (eep) Betty Miller (me)		J. M. Moses (gm) L. W. Rentschler (bm)	Leonard Lewis (ad) Florence Lautenslager (cam)	E. C. Noneman (ms)
MENOMINEE 11,151 11,151-ABC-CZ	Herald-Leader, 120-130 6th Ave., Tel.: UN 3-5544 (e) 5,176 .06	Flat	(I-R) (AP) (J) (5¢, 25¢w) (none)	The Herald-Leader Co. P. C. Munroe, Pres.-Pub.	Jas M. Ripley (me) Robert Murphy (ce)	Florence McDermott (ne) Marie Buelow (we)	Henry Haulotte (cm)	Milton Brown (ad mga) Fred Collins (cam)	Alvie Phillips (apm) A. J. Bartlett (ms)
MIDLAND 14,285 31,529 Loc. Surv. '57 19,605-ABC-CZ 22,853-ABC Par. 15	News, 124 S. McDonald St., Tel.: TEmple 5-7171 (e) 10,963 .10	Flat	(I) (AP) (7¢d, 35¢w) (Scheerer & Co.)	Rich Pub. House, Inc. P. T. Rich, Pres.-Pub.	N. C. Rumple (eep-me) P. T. Rich (e) Louis Wood (ce)	Louis Wood (sp) Marjorie Lefler (we)	P. T. Rich (gm) G. F. Phillips (bm) Wm. Ducham (cm)	Gordon F. Phillips (ad) Arthur Johnstone (mga) Lewis Beals (ram) Mrs. L. Smith (cam)	Philip T. Rich (pm) G. F. Phillips (apm) Eugene Messersmith (ms)
MONROE 21,467 25,290-ABC-CZ	News (e) 19,057 .12	Flat	(I) (AP) (5¢, 30¢w) (none)	Monroe Pub. Co. JS Gray, Pres.-Pub.	JS Gray (e) Milton Stewart (me) Roy Hamlin (ce)	Milton Stewart (ne) Harold Funk (sp)	J. S. Gray (gm) C. K. Wesley (bm) Alvin J. Kohler (asst. bm) Grattan Gray (cm)	C. K. Wesley (ad-mga) James Salow (ram)	Grattan Gray (pm) Ben Jago (ms)

more people read the daily DETROIT FREE PRESS than any other Detroit newspaper*

*ABC PUBLISHERS' STATEMENTS, 9/30/57

The friendly FREE PRESS, Detroit's only morning newspaper—and the fastest-growing advertising medium in America's Motor Empire—is represented nationally by Story, Brooks & Finley (with offices in 10 principal cities) and, for retail advertising, by George Molloy, New York

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOUNT CLEMENS 17,027 29,139-ABC-CZ	Monitor-Leader. Tel.: HOward 3-1501 (e ex Sat.) ⓔ 12,471 .09*	Flat	(I) (AP, UP) (J) (7¢, 35¢w) (Allen-Klapp Co.)	Macomb Pub. Co. Paul W. McKee, Pres.-Pub.	Wallace MacLachlan (eep-e-me) Lawrence Palmer (ce)	Lawrence Palmer (ne) James Mitchell (sp) Dorothy Magee (we)	Paul W. McKee (gm) Gordon Ream (cm)	M. H. Parres (ad-ram) Paul W. McKee (mga) Fred Hahn (cam)	Paul W. McKee (pm) M. H. Parres (apm) Elzie Mumea (ms)
	*.18 includes any issue of daily and South Macomb News (Thursday).								
MOUNT PLEASANT 11,393 11,393-ABC-CZ	Times-News, 215 W. Broadway, Tel.: SP 3-2071 (e) 4,764 .07	Flat	(I-R) (UP) (J) (5¢, 35¢ w) (Scheerer & Co.)	Times-Press, Inc. James L. Slattery, Pres.-Pub.	C. R. Gratz (e)		J. L. Slattery (gm)		Sherman C. Riley (ms)
MUSKEGON 48,429 87,819-ABC-CZ	Chronicle, 981 Third St., Tel.: 2-8261 (e) ⓔ 44,080 .20	Flat	(I) (AP, UP) (8¢, 40¢ w) (S. B. Newman, Chicago; A. H. Kuch, New York; Wm. Shurtliff, Detroit; Brice McQuillin, San Francisco.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	C. D. McNamee (eep-e-me) Thomas Fallon (ce)	William A. May (ne) James F. Henderson (sp) Agnes Wilde (we)	W. A. Bennetts (mgr) C. A. Wolcott (cm)	W. J. Hasper (mga) Thomas Vanderlaan (ram) Arthur Dephouse (cam)	
NILES 13,145	Star, Tel.: MUtual 3-2100 (e) 7,711 .07	Flat	(I) (AP) (5¢, 35¢w) (Scheerer & Co.)	Star Pub. Co. L. J. Plym, Pres.	J. R. Scamehorn (me)	Don W. Carlson (ne)	J. R. Scamehorn (gm) James Gondeck (cm)	Kendall Somers (ad-mga)	
OWOSSO 15,948 19,927-ABC-CZ	Argus-Press (e) ⓔ 13,424 .105	Flat	(I) (AP) (7¢, 30¢w) (Scheerer & Co.)	Argus Press Co. J. E. Campbell, Pres.	J. E. Campbell (e) Arthur C. Klein (ce)	Richard Hansen (sp) Mary Cheney Campbell (we)	J. E. Campbell (gm) Don. Elliott (cm)	Geo. W. Campbell (ad) Geo. T. Campbell (mga) Paul Prowell (cam)	Warren Smith (ms)
PETOSKEY 6,468	News-Review (e) 5,380 .07	Flat	(I) (UP) (7¢, 30¢w) (Scheerer & Co.)	Northern Michigan Review, Inc. Albert Schaller, Pres.-Pub.	Jim Doherty (e)	Fred Lovelace (sp)	Albert Schaller (bm) William Holck (cm)	Carl J. Rosenow (ad)	Wilbert Wilton (ms)
PONTIAC 73,681 109,666-ABC-CZ 124,751-ABC Par. 15	Press, 48 W. Huson, P. O. Box 40, Tel.: FEderal 2-8181 (e) ⓔ 57,926 .24	Flat	(I) (AP, INS) (7¢, 40¢w) (Scolaro, Mecker, & Scott Doyle & Hawley)	Pontiac Press Co. Harold A. Fitzgerald, Pres.-Pub.	John W. Fitzgerald (e) Robert B. Tarr (me) Harry Reed (ce)	Bruno Kearns (sp) Judith L. Clemence (we)	Howard H. Fitzgerald, II (bm) Earl Treadwell (cm)	Russell Bassett (ad) John A. Riley (mga) G. Marshall Jordan (ram) George Inman (cam)	John Riley (pm) L. Z. Monroe (ms)
PORT HURON 35,725 62,283-ABC-CZ	Times-Herald, 907-909 6th St., Tel.: YU 5-7171 (e) ⓔ 31,979 .18 Sunday edition (S) ⓔ 31,745 .18	Flat Flat	(I) (AP) (UP) (7¢, 7¢S, 45¢w) (Ward-Griffith Co., Inc.)	Times-Herald Co. Louis A. Weil, Sr., Pres.-Pub. F. Granger Weil, Exec. V. P.	Louis A. Weil, Sr. (e) Clarence Burkholder (me) Floyd A. Bernard (ce)	Louis J. Dunn (exec. ne) Fred H. Vincent (sp)	F. Granger Weil (gm) Fred O. Rouse (bm-cm) Ralph F. Dupes (com)	Nelson W. Armstrong (ad) Alex Goetze (mga) Martin Handley (ram) George R. Dodea (cam)	Robert Leighton (pm) Ambrose G. Alarie (ms)
ROYAL OAK 46,898 101,605-ABC-CZ 160,741-ABC Par. 15	Daily Tribune, 210 E. Third St., Tel.: LIncoln 1-3000 (e) ⓔ 41,982 .19	Flat	(I) (AP, UP) (6¢, 30¢ w) (Julius Mathews Special Agency, Inc.)	The Tribune Pub. Co. Lynn S. Miller, Pres. Philip F. Miller, Pub.-Vice Pres.	Lynn S. Miller (e) Grant W. Howell (me) John A. Kaichen (ce)	Grant W. Howell (ne) Dayton Perrin (sp) Marie VanSickle (we)	Philip F. Miller (gm) Watson T. Brown (bm) W. Edwin Snyder (cm)	Watson T. Brown (ad-mga) Holland H. Powell (ram) Fred W. Suppnick (cam)	Philip F. Miller (pm) H. Keith La Fountaine (ms)

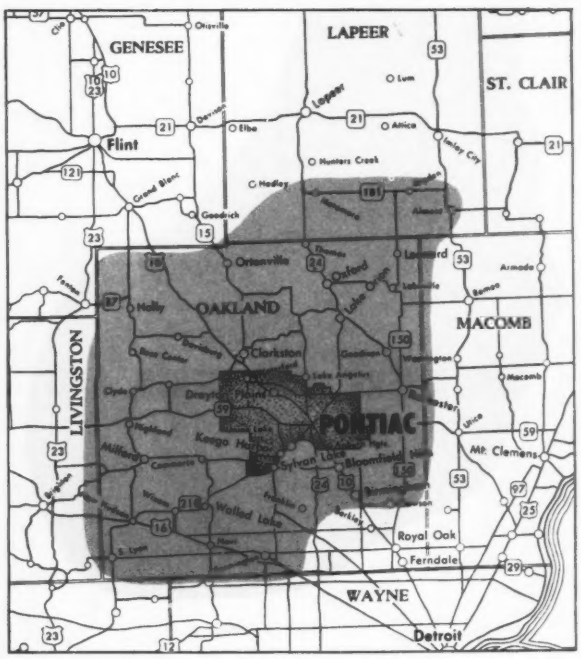
EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PONTIAC, MICHIGAN... FIRST IN SALES PER HOUSEHOLD

among 10 top cities in Michigan

$7,577

95% above the U. S Average



Sales Per Household Averages

	Pontiac	Michigan	U.S.
Sales	$7,577	$4,265	$3,899
Food	1,585	1,043	917
Drug	259	167	119
Gen'l Mdse.	1,165	484	420
Apparel	756	239	237
Home Furnishings	667	245	215
Automotive	1,245	986	747
Filling Station	481	350	288

(Source: 7/1/57 SRDS market estimates)

The Pontiac Retail Trading Area, population 293,801, includes the major portion of Oakland County, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage for carrier surveys show 74% of Press homes take no other daily paper and 88% no other evening newspaper.

ABC Net Paid 58,059

PONTIAC PRESS COVERAGE IS HIGHLY EXCLUSIVE!

74% of Press Homes take no other daily newspaper
88% of Press Homes take no other evening newspaper

SOURCE: Carrier Survey of Pontiac Press Homes.

PONTIAC PRESS

PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Phila., Chicago & Detroit
Doyle & Hawley, San Francisco and Los Angeles

SILVER (Ag)

The photographic industry is one of the largest consumers of silver. Over 5,000 ounces in film emulsions were used in the production of Michael Todd's award-winning film, "Around the World in 80 Days." A standard 1,000-ounce bar of Anaconda silver is illustrated above.

a shining example of how Anaconda stars in many industries

Versatile, hard-working silver is growing in importance. Today, more of this metal is used in industry than in coinage or silverware.

Strong, leakproof joints call for hydrogen brazing with silver. The addition of silver gives electrical conductors an improved margin of safety at above-normal temperatures. Increasing supplies of silver are also needed for photographic emulsions, pharmaceuticals, new alloys, electrical contacts, plating and a host of other uses.

Where is all this silver coming from? Silver is an important factor in the complex economics of many non-ferrous metals. Ores mined mainly for copper, zinc or lead also contain appreciable values in silver. In fact, very often it is the value of the silver that makes it practical to mine a low-grade deposit—thus making available additional supplies of copper, lead or zinc.

Of course all this requires ingenuity, resources and research—a combination which enables Anaconda to produce millions of ounces of silver each year, and to offer business and industry an exceptionally broad line of non-ferrous metals from aluminum to zinc. Ad. No. 58251A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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SAGINAW 106,628-ABC-CZ 122,280-ABC Par. 15	News, 201-3 S. Washington Ave., Tel.: PL 2-7171 (e) 50,306 .21 Sunday edition (S) 50,327 .21	Flat Flat	(I) (AP, UP) (7¢, 10¢S, 40¢w) (The Booth Newspapers, Inc. (Chicago; Detroit); A. H. Kuch (New York); Brice McQuillin (San Francisco)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Otto C. Pressprich (eep-e) Glen Boissonneault (ce)	Harold V. Lappin (ne) Louis E. Chiesi (sp) Esther M. Way (we)	Walter McDowell (mgr) Robert O. Tafel (cm)	Samuel Piacente (mga) Lynwood C. Engle (ram) Wm. H. Severin (cam)	Harry S. Lund (pm)
ST. JOSEPH 10,223 (Included in Benton Harbor ABC City Zone)	Herald-Press, 116 State St., Tel.: YU 3-2531-2-4-5 (e) 7,524 .17 Combined dailies (e) 29,869 .17	Flat Flat	(I-R) (AP) (7¢, 35¢w) (E. A. Faulkner & Associates)	Herald Press Co. W. J. Banyon, Pres.	W. J. Banyon (e) R. V. Wynkoop (me) Fred Stoffel (ce)	Jake Shubinski (sp) Helen Spangenburg (we)	Oliver Harte (cm)	R. M. Boothby (mga) Kenneth Weidner, Jr. (cam-ram)	Fred Bischoff (ms)
	*All advertising sold in combination only. Same copy appears in Benton Harbor News-Pailladium on same day.								
ST. JOSEPH	See Benton Harbor, St. Joseph listing.								
SAULT STE. MARIE 17,912 17,912-ABC-CZ	News, 109 Arlington, Tel.: ME 2-2235 (e) 9,967 .10	Flat	(I-R) (AP) (7¢, 35¢w) (Scheerer & Co.)	Sault News Ptg. Co. George A. Osborn, Pres.-Pub.	George A. Osborn (eep-e) E. J. Sundstrom (me) John Matheson (ce)	Herbert Levin (sp) Marianne Ruffer (we)	Stanley R. Pratt (gm-bm-cm)	J. Harry Burris (ad-ram-cam)	J. Harry Burris (pm) Wheeler Batdorff (ms)
SOUTH HAVEN 5,629 5,629-ABC-CZ	Tribune, Tel.: 154 (e) 3,051 .065	Flat	(I) (UP) (7¢, 35¢) (none)	Paul L. Mixter, Pres.	Paul L. Mixter (e) Nathan Benezra (ce)	Nathan Benezra (ne-sp) Mabel Anthony (we)	Donald V. Schoenwether (gm-com)	Donald V. Schoenwether (ad) Evelyn Martinson (mga)	Ted Nicholson (ms)
STURGIS 7,786 10,521 Loc. Est.	Journal, 307 W. Chicago Rd., Tel.: 11 (e) 7,904 .08	Flat	(I-R) (UP) (7¢, 35¢w) (Scheerer & Co.)	Sturgis Journal, Inc. Mark P. Haines, Pres.-Pub.	Mark P. Haines (e)	Marvin Eldridge (ne) Marjorie Waddell (we)	Harold S. Pringle (gm) Kenneth Dillivan (cm)	A. Scott Mills (ad-mga-ram) Kenneth Dillivan (cam)	George Kitson (ms)
THREE RIVERS 6,785 6,785-ABC-CZ	Commercial (e) 4,366 .07	Flat	(I) (UP) (7¢) (Scheerer & Co.)	Three Rivers Pub. Co. R. M. Shumaker, Pres. Wm. H. Shumaker, Pub.	H. L. Shook (e-ce)	Kathryn Searer (we)	R. M. Shumaker (gm) Darleen Blood (cm)	D. J. Bullock (ram)	Alfred Bolinger (ms)
TRAVERSE CITY 16,974 16,974-ABC-CZ	Record-Eagle, Tel.: WI 7-7410 (e) 12,701 .11	Flat	(I) (UP) (7¢d, 35¢w, $1.50mo) (Scheerer & Co.)	Herald & Record Co. Austin C. Batdorff, Pres.-Pub.	Jay P. Smith (eep) William Smith (e)	Ken Bell (sp) Catherine Carroll (we)	Robt. A. Batdorff (gm) John H. Batdorff (bm) Howard E. Sweitzer (cm)	R. A. Batdorff (ad) L. Johnson (mga) Elliot Henry (cam)	Robt. A. Batdorff (pm) J. Verreau (ms)
YPSILANTI 18,302	Press, 101 N. Huron St., Tel.: HUnter 2-2000 (e) 7,200 .11	Flat	(I) (AP, UP, INS) (7¢, 40¢w) (Scheerer & Co.)	The Ypsilanti Press G. C. Handy, Pres.-Pub.		E. M. Harrison (ne)	Wayne W. Adair (bm)		

MINNESOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERT LEA 13,545 17,500 Loc. Est. '57 17,423-ABC-CZ 19,004-ABC-Par. 15	Tribune (e ex Sat.) 10,191 .09 Sunday edition (S) 10,008 .09	Flat Flat	(I-R) (AP) (7¢, 10¢S, 40¢w-d&S) (Allen-Klapp Co. and Northwest Daily Press Association)	Albert Lea Pub. Co. Paul C. Belknap, Pres.-Pub.	Kenneth Allen (eep)	K. Allen (Su) A. Schmahl (sp)	P. C. Belknap (gm) R. Zavitz (cm) Wm. M. Seymour (bm)	Charles Barrus (mga-ram)	
AUSTIN 23,100 25,327-ABC-CZ	Herald, 512 N. Lansing Ave., Tel.: HEmlock 3-8851 (e) 13,127 .11	Flat	(I) (AP) (6¢, 35¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Herald Pub. Co. H. E. Rasmussen, Pres.-Pub.	H. E. Rasmussen (eep-e) Jay Daane (assoc. e) Clarence Burgeson (me)	Gilbert Jarvis (ce) Tom Koeck (sp) Pat Erdman (we)	Geraldine Rasmussen (gm-bm) Lloyd Fennell (cm)	Kenneth Streeter (ad-mga-ram) Alice Luskow (cam)	Kenneth Streeter (apm) Wm. Nargan (ms)
BEMIDJI 10,001 10,001-ABC-CZ	Pioneer (e) 5,775 .07*	Flat	(I) (AP) (J) (5¢, 30¢w) (Northwest Daily Press Association and Perry Allen, Kansas City, Mo.)	Pioneer Pub. Co. John A. Ainley, Pub.	John Ainley (eep) Marvin Briggs (e-me) Jack Beath (ce)	Martin Barber (ne) Cliff Morlan (sp) Marie Mossefin (we)	John A. Ainley (gm) Casey DeKramer (cm)	Gerald Heck (ad) Dick Faxon (ram) Don Tuft (cam)	John Ainley (pm) Louis Rude (ms)
	*.085 in combination with weekly Sentinel (Friday), circulation 266.								
BRAINERD 12,637	Dispatch (e) 7,161 .08	Flat	(I) (AP) (J) (5¢, 30¢w) (Northwest Daily Press Assn.	Brainerd Dispatch Newspaper Co. H. F. McCollough, Pub.-Pres.	Floyd Emerson (e) Wm. Zickrick (ce)	Jas. Wallace (sp) Mary Peabody (we)	W. J. McCollough (bm) Lawrence Holman (cm)	Chester Hanson (mga) Jane Brown (cam)	Robt. Davis (ms)
CROOKSTON 7,352 7,675-ABC-CZ	Times, 124 S. Broadway, Tel.: 195 (e ex Sat.) 4,471 .055	Flat	(I-R) (AP) (J) (5¢, 25¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Times Ptg. Co. Mrs. D. A. McKenzie, Pres. D. L. McKenzie, Pub. H. V. Sommer, Asst. Pub.	D. L. McKenzie (eep-e) D. L. McKenzie (me) H. V. Sommer (ce)	H. V. Sommer (ne-sp) Ruth Ross (we)	D. L. McKenzie (gm-bm) Bernou Couette (cm)	Don Norman (ad-mga-ram)	Don Norman (pm-apm) R. W. Kinshella (ms)
DULUTH 104,511 109,720-ABC-CZ 118,452-ABC-Par. 15	News-Tribune, 424 West First St., Zone 1, Tel.: RA 2-8333 (m) 51,851 ..... Herald (e) 29,169 ..... Combined daily (me) 81,020 .32 News-Tribune (S) 74,175 .29	.... Flat Flat	(I) (AP, UP, NANA) City: 5¢d, 20¢S, 30¢w-e, 50¢w-m&S. (Ridder-Johns, Inc.) RTZ and all other: 7¢d, 15¢S, 30¢w-e, 45¢w-m&S. (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres. B. H. Ridder, Jr., Pub. J. R. Van Horn, Assoc. Pub.	Charles B. (Carl) Costello (eep) Gustaf A. Nordin (exec. e) Orville Lomoe (ce-H) Herbert Coleman (ce-NT)	Jack Fein (ne-NT-H) Isadore Cohen (Su) Keidar Lund (sp) Margaret Ulvang (we-H) Mary Remillard (we-NT)	Eugene McGuckin (bm-gm) Elwin J. Doe (cm)	Leo G. McGreevy (ad) John W. Giesen (mga) Ted Tollefson (ram) Roger Maxfield (cam)	John Breen (ms) Jack M. Bozarth (pm)
FAIRMONT 8,193	Sentinel, 114 S. North, Tel.: 1 (e) 9,967 .09	Flat	(I) (AP) (5¢, 35¢w) (Northwest Daily Press Association)	Fairmont Daily Sentinel Walter Mickelson, Jr. Pub.	Claude N. Swanson (eep-e) Ray Stougaard (me-ce)	Ray Stougaard (ne) Lyle Domek (sp) (Mrs.) Barbara Blanchard (we)	Earl K. Nelson (gm-bm) Ellis Saxton (cm)	Lew Fiero, Jr. (ad-mga-ram) Mac Patton (cam)	Lew Fiero, Jr. (pm-apm) Robt. Groebner (ms)
FARIBAULT 16,028 16,028-ABC-CZ	News, 514 Central Ave., Tel.: 4-4383 (e) 6,825 .07	Flat	(I-R) (5¢, 30¢w, $1.30 mo) (Northwest Daily Press Association)	Faribault Daily News, Inc. C. J. Hunt, Pub.	C. J. Hunt (eep) L. E. Swanberg (e) Irving Kjelland (ce)	Robert Retzlaff (sp) Sandra Lorge (we)	J. I. Gagnon (gm) William Mickelson (cm)	N. C. Van Guilder (ad-mga-ram) J. R. Proehl (cam)	N. C. Van Guilder (pm) James Erickson (ms)
FERGUS FALLS 12,917 12,917-ABC-CZ	Journal, 111 Mill St. S., Tel.: 513 (e) 13,140 .09	Flat	(R) (AP) (5¢, $1mo) (Northwest Daily Press Association)	Fergus Journal Co. R. J. Underwood, Pres. W. L. Robertson, Pub.	W. L. Robertson (eep-e) James Gray (ce)	Clarence P. Lee (sp) Alpha Beito (we)	R. J. Underwood (gm) Paul Koppe (cm)	H. A. Hoglund (mga-ram)	
HIBBING 16,276 16,276-ABC-CZ	Tribune, 2142 First Ave., Tel.: AMherst 2-1011 (e) 8,904 .09	Flat	(R) (AP) (J) (7¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Hibbing Tribune Co., Inc. R. W. Hitchcock, Pres.-Pub. P. C. Hitchcock Vice-Pres.	George M. Fisher (eep) Bert E. Ackerson (eme) L. Walter Anderson (ce)	Roy Naddy (ne) Elmer Corteau (sp)	Paul C. Hitchcock (gm) Irene R. Bedard (bm) Lewis Peterson (cm)	Irene R. Bedard (mga) Earle A. Smith (ad-ram) James P. Hitchcock (cam)	Earle A. Smith (apm) Fred W. Taylor (ms)
INTERNATIONAL FALLS 6,269	Journal, Tel.: AT 3-8411 or AT 3-8413 (e ex Sat.) 4,535 .055	Flat	(I) (AP) (J) (5¢, 25¢w, $1mo) (Northwest Daily Press Association)	Border Pub. Co. Robert Faegre, Pres. Paul A. Anderson, Pub.	Paul A. Anderson (eep-e)	Ken Unger (ne) Alec Kaviuk (sp) Val Beckstrand (we)	Lennard Lundin (bm)	H. H. LaBelle (ad-mga-cam)	H. H. LaBelle (pm) Al Olson (ms)

DULUTH-SUPERIOR

The Heart of the Taconite Empire

What is Taconite?

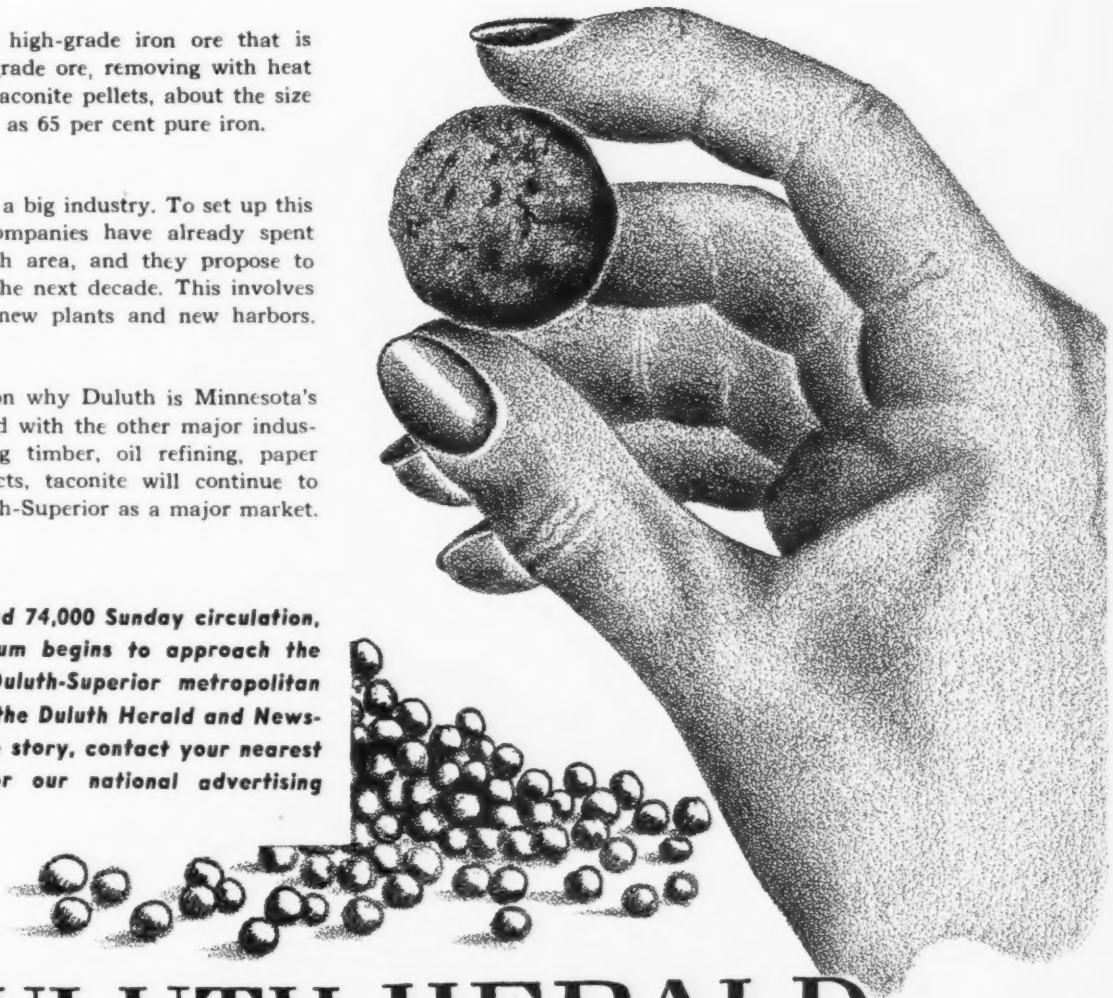
It's our country's ace in the hole, among other things. The taconite process assures the United States an abundant supply of iron ore for many generations to come.

Taconite is a concentrated high-grade iron ore that is made from processing low-grade ore, removing with heat the undesirable materials. Taconite pellets, about the size of a walnut, contain as high as 65 per cent pure iron.

Naturally, this processing is a big industry. To set up this process, the major steel companies have already spent $1,000,000,000 in the Duluth area, and they propose to double this expenditure in the next decade. This involves new towns, new railroads, new plants and new harbors.

Taconite is the major reason why Duluth is Minnesota's second market. And coupled with the other major industries of the area, including timber, oil refining, paper products and dairy products, taconite will continue to increase the status of Duluth-Superior as a major market.

With over 81,000 daily and 74,000 Sunday circulation, no one advertising medium begins to approach the 79% coverage of the Duluth-Superior metropolitan area that is provided by the Duluth Herald and News-Tribune. For the complete story, contact your nearest Ridder-Johns office or our national advertising department.



DULUTH HERALD
Duluth News-Tribune

Represented Nationally by RIDDER-JOHNS, INC.

New York Detroit Chicago Minneapolis San Francisco Los Angeles

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LITTLE FALLS 6,717	Transcript, 50 E. Broadway, Zone 1, Tel.: 27 (e) 4,752	.07	Flat	(R) (AP) (J) (5¢, 25¢w) (Northwest Daily Press Association)	Transcript Pub. Co. Frederick J. Moeglein, Pres. Geo. L. Johnson, Pub.		Robert Pomeroy (e) Mike Lyons (ne) Gordon Bacon (sp) Anne Merrick (we)	John L. Truax (gm-bm) Ben C. Billstein (cm)	John L. Truax (mga) Lambert Larson (ram)	Frederick Moeglein (ms)
MARSHALL 5,923	Messenger, 305 W. Lyon St., Tel.: 2255 (e ex Sat.) 5,019	.06	Flat	(I) (AP) (Northwest Daily Press Assn.)	Donald Olson, Pub.	Donald Olson (e) Walker Vance (ne)	Dwight Cowden (sp) Stell Carrow (we)		Bob Hauge (ad) Jerry Wilson (ram)	Donald Gesme (ma)
MANKATO-~~NORTH MANKATO~~ 18,809—Mankato 4,788—North Mankato 23,964-ABC-CZ 26,033-ABC Par. 15	Free Press, 418 S. Second St., Tel.: 4621 (e) (ⓒ) 18,818	.12	Flat	(I-R) (AP) (J) (5¢, $1.50mo) (Ward-Griffith Co., Inc.) N. W. Daily Press	Free Press Co., Inc. Jared How, Pub.	Jared How (eep-e) Franklin Rogers (me)	Russell Robertson (ne) Scott Nelson (sp) Blanche Huntzicker (we)	Nils Hellevik (cm)	Nick Dovolas (mga) Fred E. Saba (cam)	Leo Krautkremer (ms)
MINNEAPOLIS 521,718 669,173-ABC-CZ 823,300-ABC Par. 15	Tribune, Zone 15, Tel.: FEderal 3-3111 (m) (ⓒ) 212,873 Star (e) (ⓒ) 285,227 Combined daily (me) (ⓒ) 498,100 Tribune (*S) (ⓒ) 625,540 Evening and Sunday (eS) (ⓒ) 910,767 Morning and Sunday (mS) (ⓒ) 838,413	.80 .95 1.30 1.45 2.10 2.00	Flat Flat Flat Flat Flat	(I) (AP, UP, INS, CT-NYN, NYT, RN, CDN) (*S) (5¢d, 20¢S, 30¢w-m or e) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Minneapolis Star and Tribune Co. John Cowles, Pres.-Pub. Joyce A. Swan, Exec. Vice-Pres. Lyle K. Anderson, Vice-Pres. Howard W. Mithun, Vice-Pres. Stanley Hawks, Vice-Pres.	Wm. P. Steven (exec. e.-V.P.) Wilbur E. Elston (eep) Bower Hawthorne (asst. exec. e.) David Silverman (asst. exec. e.) Paul Swensson (me-Star) Darylle Feldmeir (me-T) Ralph Mueller (ce-Star) Robert T. Smith (ce-T)	Clifford Simak (ne-Star) Robert Hosokawa (ne-T) Harold Quarforth (ne-T) Chas. Johnson (sp) Mary Brown (we)	Otto A. Silha (V.P. bm) John Cowles, Jr. (V.P. asst. bm) M. E. Fisher (circ. dir.) Clarence McCue (com)	John W. Moffett (V.P.-ad) Willis Brown (asst. ad) Wm. A. Cordingley (mga) Robert C. E. Witte (ram) W. A. Perry (cam)	Sidney Goldish (rd) Robert N. Weed (prom. dir.) John R. Copeland (prod. dir.) John McCambridge (asst. prod. dir.) Chas. McGuire (ma)
MOORHEAD 14,870	Fargo Forum & Daily News, see listing under Fargo, N. D. (m ex Mon.) 5,282* (e ex Mon.) 7,151* (comb. me) 12,432 *Included with Fargo (N. D.) Forum & Daily News	.12			Forum Pub. Co. Norman D. Black, Jr., Pub.	John D. Paulson (e) Lloyd W. Sveen (Minn. e)		Lloyd W. Sveen (gm) Donald Bowker (cm)	James A. Black (am) Ward Thorne (ad) Lawrence Haglund (ram)	
					NOTE: On July 23, 1957 publication of Daily News in Moorhead, Minn. was suspended, and combined that paper with the Fargo Forum (N. D.), under the name of The Fargo Forum, Daily Tribune and Moorhead Daily News, morning and Sunday; The Fargo Forum, Daily Republican and Moorhead Daily News, evenings. A Minnesota edition is published Tuesday thru Saturday with distribution of 12,000 copies in Minnesota.				
NEW ULM 9,348 9,348-CZ	Journal, Tel.: 303 (e) 8,216	.085	Flat	(I) (AP) (10¢, 30¢w) (Northwest Daily Press Association)	New Ulm Journal, Inc. Walter K. Mickelson, Pres.-Pub.	Walter K. Mickelson (eep) Wm. E. Macklin (e-me) H. H. Walter (ce)	Herbert H. Schaper (sp) Irma Owen (we)	Walter K. Mickelson (gm) Margaret Esser (bm) K. Darlington (cm)	Arthur L. Fischer (ad-mga) Clifford Carlson (ram) Ralph Miller (cam)	Margaret Esser (pm) Rolland G. Nelson, (apm) A. F. Ranweiler (ms)
OWATONNA 10,191	People's Press (m ex Mon.) 5,337 Sunday edition (S) 5,378	.06 .06	Flat Flat	(I) (AP) (J) (5¢, 5¢S, $1mo) (Northwest Daily Press Association)	B. E. Darby & Sons, Inc. Benj. E. Darby, II, Pres.-Pub.	L. R. Ringhofer (me-ce)	Lee Thielman (ne-sp)	Benj. E. Darby, II (gm)	Benj. E. Darby, II (ad) Richard Gilson (ram)	
RED WING 10,645 11,036-ABC-CZ	Republican Eagle (e) (ⓒ) 7,899	.08	Flat	(I) (UP) (6¢, 35¢w) (Northwest Daily Press Association)	Red Wing Pub. Co., Inc. A. M. Marshall, Pres.-Pub.	A. M. Marshall (e) Fred Jonson (me) Elmer W. Olson (assoc. e)	Jack Ladner (sp) Penny Peters (we)	Harold A. Webster (cm) Philip S. Duff Jr. (gm)	A. W. Bowe (ad)	Philip S. Duff, Jr. (apm) Wilbur Van Deusen (ms)
ROCHESTER 29,885 29,885-ABC-CZ 35,081-ABC Par. 15	Post-Bulletin (e) (ⓒ) 21,187	.14	Flat	(I) (AP) (5¢, 30¢w) (John Budd Co. and Northwest Daily Press Association)	Post-Bulletin Co. G. S. Withers, Pres.	E. J. Branley (me) Charles Withers (ce)	Dale Jensen (sp) Mrs. Jean Hager (we)	H. W. Blakely (bm) K. Koelsch (cm)	Robert Withers (mga-ram) Honore O'Rourke (cam)	Andrew Pederson (ms)
ST. CLOUD 28,410 33,459-ABC-CZ	Times, 18 Sixth Ave., N., Tel.: BL 1-3121 (e) (ⓒ) 17,056	.10	Flat	(I) (AP) (5¢, 25¢w, $1.00mo) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	The Times Pub. Co. Frederick C. Schilplin, Pres.-Pub.	Harold Schoelkopf (eep-e)	Frank Farrington (ne) Clinton A. Grundman (sp) Jet Louise Haxby (we)	Frederick C. Schilplin (gm) Otto A. Rupp (bm) C. H. Belanger (cm)	C. H. Gustafson (ad-mga-ram-cam)	C. H. Gustafson (pm-apm) Don Whiteman (ms)
ST. PAUL 311,349 386,323-ABC-CZ 436,544-ABC Par. 15	Pioneer Press-Dispatch, 55 E. Fourth St., Zone 1, Tel.: CA 2-5011 (m) (ⓒ) 92,708 Dispatch (e) (e) (ⓒ) 122,812 Combined daily (me) (ⓒ) 215,520 Pioneer Press (S) (ⓒ) 189,814 Morning Evening & Sunday (meS) (ⓒ) 405,334 *Before discounts.	.77* .72*		(I) (AP, UP) (*S) (J) (5¢d, 20¢S, 50¢w-eS, 75¢w-me&S) (Ridder-Johns, Inc.)	Northwest Publications, Inc. Bernard H. Ridder, Pres. Daniel H. Ridder, Pub. Harold Shugard, Asso. Pub.	Herbert Lewis (eep) F. S. Heaberlin (exec.e) Bob Eddy (me-day) D. B. Jones (me-night) Walton Streightiff (ce-PP) I. E. Richard (ce-D)	E. B. Olwin (ne-D) W. R. Greer (ne-PP) Ernest T. Larsen (Su) George R. Edmond (sp) Amy Birdsall (we)	Ivan G. Sundberg (cm) W. P. Britton (com N. W. Pub.) R. A. Kortmann (com Disp.-PP)	John F. Lewis (ad) George H. McFadden (mga) Wilbert H. Roth (ram) Stanley E. Finsness (cam)	Earl H. Truax, Jr. (pm-apm) A. E. Rosene (ms)
STILLWATER 7,674	Gazette (e ex Sat.) 2,700 *Rate includes insertion in weekly Gazette (Thursday), circulation 2,320.	.055*	Flat	(I) (UP) (5¢, 20¢w) (Northwest Daily Press Association)	Easton-Masterman Co.	E. L. Roney (e) Ned Easton (me)	I. J. Daly (ad) Gussie B. Easton (we)	Ned Easton (gm-bm-cm)	I. J. Daly (sp)	
VIRGINIA 13,750 12,801-ABC-CZ	Mesabi Daily News, 2013 First St., S., Tel.: SH 1-5544 (e) (ⓒ) 10,706 *Rate includes insertion in Range Facts published weekly (Thursday), circulation (ⓒ) 1,681.	.11*	Flat	(I) (AP) (5¢, 30¢w $1.30mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	The Enterprise Ptg. & Pub. Co. Morgan Murphy, Pres. Burt D. Pearson, Pub.	Burt D. Pearson (eep-e) Everett C. Blomgren (me)	E. C. Blomgren (ne) Armando M. De Yoannes (sp) Jean Pycha (we)	Burt D. Pearson (gm) Jay O. Bergeson (compt.) Herbert C. Peterson (cm) Hope Reid (cashier)	Roy H. Westman (ad-mga) Carroll J. Nimtz (ram)	Roy H. Westman (pm)
WILLMAR 9,410 11,335-CZ Loc. Est.	Tribune (e) 9,253	.095	Flat	(D) (AP) (J) (5¢, 30¢w, $1.25mo) (Northwest Daily Press Association)	Tribune Ptg. Co., Inc. V. E. Lawson, Pub. O. B. Augustson, Pres.	O. B. Augustson (eep)	Stanley Haldorson (ne) Dick Selvig (sp)	O. B. Augustson (gm) Sig Pederson (bm) Lowell Lundquist (cm)	R. Bengtson (ad) Theresa Van Rosendahl (cam)	E. Strom (ms)
WINONA 25,031 25,808-ABC-CZ	News, 601 Franklin St., Tel.: 3327 or 5313 (e) (ⓒ) 21,019	.13	Flat	(I) (AP) (7¢, 40¢w) (Jann & Kelley, Inc. and Northwest Daily Press Association)	Republican-Herald Pub. Co. M. H. White, Pres.-Pub.	G. R. Closway (eep-e) W. J. Cole (me) A. F. Bremer (ce)	James Savage (sp) May Murray (we)	Wm. F. White (bm) H. G. Hymes (cm)	C. E. Linden (ad-ram) James Stephan (cam)	B. H. Habeck (ms)
WORTHINGTON 7,923	Globe, 300 Eleventh St., Tel.: 2-2601 (e ex Sat.) 8,926	.08	Flat	(I) (AP) (J) (5¢, 25¢w) (Northwest Market Centers	Worthington Daily Globe, Inc. V. M. Vance, Pres.-Pub.	Jim Vance (me-eep)	Jim Vance (ne) Chas. Brace (sp) Faith Palmer (we)	V. M. Vance (gm) R. M. Vance (bm) Wm. G. Miller (cm)	Robert M. Vance (ad-mga-ram) Mrs. Olive Priester (cam)	V. M. Vance (pm) R. M. Vance (apm) Don Camery (ms)

Minneapolis Star *and* **Tribune**
EVENING MORNING AND SUNDAY
625,000 SUNDAY · 495,000 DAILY
JOHN COWLES, *President*

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MISSISSIPPI										
BILOXI-GULFPORT 37,425 Biloxi 22,659 Gulfport 71,914-ABC-CZ	Herald, Biloxi, or Gulfport, Miss., Tel.: Biloxi ID 6-4311, Gulfport UN 3-1151 (e) 25,951	.15	Flat	(I-D) (AP) (5¢, 30¢w) (Newspapers South, Inc.)	Biloxi-Gulfport Daily Herald, Inc. E. P. Wilkes, Pres.-Pub.	E. P. Wilkes (eep-e) C. H. Eisendrath (me-B) C. C. Blackwell (me-G)	Owen R. Lightsey (sp)	E. P. Wilkes (gm) Mrs. Jo Wilkes Reicker (bm) C. H. Rose (cm)	Harry Stone (ad)	Walter Wilkes (Prod. Mgr.) Paul A. Gilly (ms)
CLARKSDALE 16,539 16,539-ABC-CZ	Press Register, 351 Delta Ave., Tel.: MAin 4-2514 (e) 4,428	.06	Flat	(I) (AP) (5¢, 25¢w, $1.10mo) (Wallace Witmer Co.)	Delta Press Pub. Co. Inc. Jos. F. Ellis, Jr., Pres.-Pub.	Jos. F. Ellis, Jr. (eep-e) Harry B. Abernathy (me) B. J. Skelton (ce)	B. J. Skelton (ne) Robert M. Jennings (sp) Mrs. Lois J. Schultz (we)	Jos. F. Ellis, Jr. (gm-bm) John H. Leigh (cm)	Guy P. Clark (ad-ram) Mrs. Joyce Edmondson (mga-cam)	Jos. F. Ellis, Jr. (pm)
COLUMBUS 17,172	Commercial Dispatch, 516 Main, Tel.: FAirfax 8-2424 (e ex Sat.) 9,041 Sunday edition (S) 9,041	.08 .08	Flat Flat	(D) (AP, INS) (5¢, 10¢S, $1.35mo) (Wallace Witmer Co.)	Commercial Dispatch Pub. Co. Birney Imes, Jr., Pub.	Birney Imes, Jr. (eep-e) Douglas Bateman (me)	Doc Davenport (sp) Dot Clark (we)	Lyle Burdick (bm) Sam Raper (cm)	Harvey Myrick (ad-ram) Helen Gault (cam)	Davis Basinger (ms)
CORINTH 9,785	Corinthian, 808 Waldron, Tel.: 3366 (e ex Sat.) 4,427 Sunday edition (S) 4,427	.06 .06	Flat Flat	(D) (AP) (5¢,10¢S,25¢w, $1.10mo) (Wallace Witmer Co.)	Corinthian Pub. Co., Inc. Jas. H. Skewes, Pres. Frederick Jay, Pub.	F. Jay (e) Carlie Bradley (off. mgr.)	Ed Criswell (sp-ne) Mildred Sawyer (we)	Clark Huggins (bm) Roy Phillips (cm)	Clark Huggins (adv. mgr.)	Wesley Bradford (ms-fore)
GREENVILLE 29,936 36,036-ABC-CZ 41,547-ABC Par. 15	Delta Democrat-Times, 201-09 Main, Tel.: 2-8121 (e ex Sat.) 13,738 Sunday edition (S) 13,439	.12 .12	Flat Flat	(I) (AP) (UP) (J) (5¢, 15¢S, 35¢w-c&S, $1.25mo) (Wallace Witmer Co.)	Delta Democrat Pub. Co., Inc. Hodding Carter, Pres.-Pub.	Hodding Carter (e) David Brown (ce) Jay Milner (me)	Charles Kerg (sp) Mrs. Louise E. Crump (we)	John T. Gibson (gm) C. A. McDonald (cm)	John K. Ditto (ad) John Gresham (cam)	
GREENWOOD 18,061 18,887-ABC-CZ 20,355-ABC Par. 15	Commonwealth, 209 W. Market, Tel.: 32-33 (e) 3,726	.06	Flat	(D) (AP) (5¢) (Mississippi Dailies)	Commonwealth Pub. Co. Sumter Gillespie, Pres.-Pub	Tom Shepherd (e)	Elizabeth Rovenhorst (we)	W. S. Richardson (gm) R. N. Burkley (cm)	John W. Ray (Adv.)	
	Star (m ex Mon.) 3,654 Sunday edition (S) 3,654	.05 .05	Flat Flat	(I-D) (UP) (5¢d, 10¢S, 20¢w, 85¢mo) (Wallace Witmer Co.)	Star Pub. Co. Virgil Adams, Pub.	Virgil Adams (e)	L. K. Adams (we)	Virgil Adams (gm) James R. Moore (cm)	Virgil Adams (ad) Kenneth Strickland (mga)	
GRENADA 7,368	Sentinel-Star (e) 2,598	.05	Flat	(D) (UP) (J) (5¢, 25¢w) (Wallace Witmer Co.)	Grenada Sentinel-Star. Joseph B. Lee, Pres.-Pub.	M. M. Grimes (e)	Jeffie W. Rich (we)		B. W. Henderson (ram)	
GULFPORT	See Biloxi-Gulfport.									
HATTIESBURG 29,474 31,622-ABC-CZ	American, 110 W. Front St. (e) 14,501	.12	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Shannon & Associates, Inc.)	Hattiesburg American, Inc. Francis S. Harmon, Pres.	C. G. Andrews Harmon (eep) Leonard Lowrey (me)	C. G. A. Harmon (ne) Fitz McCoy (sp)	Thos. St. John (bm) M. E. Laird (cm)	Thomas St. John (ad-mga) J. M. Hughes (ram) C. Reed (cam)	J. M. Hughes (apm) K. B. Cress (ms)
JACKSON 98,271 112,271-ABC-CZ	Clarion-Ledger, 311 E. Pearl, Tel.: 3-2421 (m) 45,930	.....	.....	(D) (AP, INS) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)	Mississippi Publishers Corporation R. M. Hederman, Jr. Pub.	T. M. Hederman Jr. (e) Purser Hewitt (exec. ed.) Gene Wirth (ce)	Carl McIntire (Su) Arnold Hederman (sp) Mrs. John Bookhart (we)	R. M. Hederman, Jr. (gm) Frank Gwynn (cm) A. R. Dillard (com)	Mack Smythe (ad) Frank Lewis (mga) Clarence Methvin (ram) Emmett Sutton (cam)	Al Sorge (rd-pm) David "Rusty" Lipscomb (apm)
	News (e) 38,152 Combined daily (m & e) 84,082 Clarion Ledger & News (S) 81,459	..... .34 .34	 Flat Flat	(D) (AP, UP, INS, NEA) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)		James M. Ward (e) Jack Fairly (ce)	Carl McIntire (Su) O. C. McDavid (ne) Seymour Gordon (we)			
	State Times, Zone 1 (e) 26,027 Sunday edition (S) 25,879	.16 .16	Flat Flat	(I) (UP) (5¢d, 10¢S, 35¢wk, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Citizens Pub. Co. R. E. Dumas Milner, Pres. O. A. Robinson, Pub.	Paul Tiblier (e) Robert E. Webb (ae) Geo. Harmon (ce)	Jimmie McDowell (sp) Madora Sharp (we)	O. A. Robinson (gm) Marion Seaton (cm)	Jack H. Nolan (mga) William S. Waddell (am) Wm. L. Brown (cam)	John W. Gray (ms)
LAUREL 25,038 25,038-ABC-CZ 26,517-ABC Par. 15	Leader-Call (e) 11,333	.09	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Mississippi Dailies)	Laurel Daily Leader, Inc. Thos. M. Gibbons, Pub. J. H. Skewes, Pres.	H. S. Gibbons (eep) Ralph Hays (me)	Miss Alice Patrick (we)	Thos. M. Gibbons (gm) Ann Jenkins (cm)	Mrs. C. S. Herring (mga) Jas. Bishop (ram) L. M. Boone (cam)	
McCOMB 10,401	Enterprise-Journal, 129 N. Broadway, Tel.: 17 & 18 (e ex Sat.) 5,910	.07	Flat	(I-D) (AP) (5¢, 85¢mo) (Mississippi Dailies)	J. O. Emmerich, Pub.	J. O. Emmerich (eep-e) J. O. Emmerich Jr., (me-ce)	Charles B. Gordon (ne-sp) Beth Hibbs (we)	J. O. Emmerich (gm-bm) J. E. Johnston (cm)	John Watts (ad) J. O. Emmerich (mga)	W. E. Pickett (ms)
MERIDIAN 41,893 42,543-ABC-CZ 50,725-ABC Par. 15	Star, 814-22nd Ave., Tel.: 8181 (e) 19,575 Sunday edition (S) 19,598	.15 .15	Flat Flat	(D) (AP) (INS) (UP) (*S) (5¢, 10¢S, 40¢w, $1.70mo) (Shannon and Associates, Inc.)	Meridian Star, Inc. Jas. H. Skewes & James Buckingham Skewes, Pubs D. P. Self, Asst. Pub.	Jas. H. Skewes (eep-e) W. L. Ellison (asst. ed.)	Dick Smith (sp) Helen Crooks (we)	D. P. Self (gm) Ethel Anderson (bm) Robert W. Reetz (cm)	E. A. Schafer (ad) Howard Nicks (cam)	Jerry Kerns (pm) Clinton Rawlings (ms)
NATCHEZ 22,740 22,740-ABC-CZ 25,195-ABC Par. 15	Democrat (m ex Mon.) 6,691 Sunday edition (S) 6,884	.055 .055	Flat Flat	(D) (AP) (5¢, 10¢S, 20¢w) (Shannon & Associates Inc.)	Natchez Democrat Printing & Publishing Co., Inc. J. W. Lambert, Pres.-Pub.	Jas. W. Lambert (eep-ce) Jas. W. Lambert (me)	Robert Doyle (ne) James W. Lambert (Su) John Holback (sp) Mrs. Ethel Stevens (we)	John Q. Lambert (gm) J. P. Weaver (cm)	J. Q. Lambert (ad) L. R. Lambert (cam)	John Q. Lambert (pm) J. B. Lambert (ms)
	Times, 111 N. Pine St., Tel.: 6461 (e ex Sat.) 8,020 Sunday edition (S) 7,807	.06 .06	Flat Flat	(I) (INS, UP, CT-NYN) (5¢d, 10¢S, 20¢w, 85¢mo) (Mississippi Dailies)	Donrey Media Group	Elliott Trimble (e)	Ray C. Hurt (sp) Miss Marie Grover (we)	Fred C. Schleet (gm) Edwin B. Brown (bm) Charles Hammond (cm)	MacDonald Bryan (ad) Angelo Deones (mga) Joy Case (cam)	Ed Statham (ms)
TUPELO 11,527 11,839-ABC-CZ	Journal, Magazine, Tel.: VI 2-2611 (m) 13,480	.09	Flat	(I-D) (UP) (5¢, 30¢w, $1.20mo) (Wallace Witmer Co.)	Journal Pub. Co. George McLean, Pres.-Pub.	Harry Rutherford (e)	Gene Gratz (ne) Bill Ross (sp) Mrs. W. H. Daniel (we)	W. G. Stroud (gm)	W. G. Stroud (mga) Andy Andreaus (ram) Jack Carroll (cam)	
VICKSBURG 27,948 27,948-ABC-CZ 30,486-ABC Par. 15	Post, 920 South St., Tel.: 3200 (e) 10,077 Post (S) 9,655	.08 .08	Flat Flat	(D) (AP) (5¢, 10¢S) (The John Budd Co.)	Vicksburg Printing & Publishing Co., Inc. L. P. Cashman, Pub.	L. P. Cashman (e) Burrell Conway (me)	Billy Ray (sp) Mrs. J. E. Sanders (we)	L. P. Cashman, Jr. (bm) P. L. Barclift (cm)	Joseph Knapp (mga)	John A. Boa (ms)
WEST POINT 6,432	Times-Leader, 27-29 Court St., Tel.: 192 and 193 (e) 4,792	.06	Flat	(I-D) (AP) (5¢, 25¢w) (Wallace Witmer Co.)	Beulah L., and Henry Harris, Partnership	Henry Harris (eep-e)				
MISSOURI										
AURORA 4,153	Advertiser (e) 2,755	.045	Flat	(I) (J) (5¢, 70¢mo) (none)	Robert G. Lowry, Pub.	Robert G. Lowry (eep-me) Ray Royce (e)	Robert G. Lowry (ne)	Robert G. Lowry (gm) Mrs. Opal Irwin (cm)	Robert G. Lowry (ad) Mrs. O. Irwin (mga)	Glenn Seburn (ms)
BOONVILLE 6,686 6,686-ABC-CZ	News, Tel.: TU 2-5335 (e) 3,269	.05*	Flat	(I) (AP) (5¢, $1.00 mo) (Missouri Associated Dailies)	Boonville Daily News Oliver T. Maxwell, Pub.	Leon Larson (eep-e me-ce)	Leon Larson (ne) Gene Sigman (sp) Mariana Neal (we)	O. T. Maxwell (gm-bm) Chas. Haley (cm)	Emil Summers (ad-mga-ram) Margaret Maddex (cam)	O. T. Maxwell (pm) Emil Summers (apm) F. Derendinger (ms)

*.07 in combination with weekly Advertiser (Friday), circulation 1,113

IN ST. LOUIS DURING 1957 THE Globe-Democrat WAS

★ FIRST *in Editorial Leadership*

★ FIRST *in Circulation Gains*

★ FIRST *in Advertising Gains*

These are some of the "Headlines" that make the Globe-Democrat the moving editorial force in St. Louis

IDLE STATE FUNDS PUT TO WORK
Globe-Democrat Campaign Wins Public Support for Constitutional Amendment in USE of "Idle" State Funds. State Earns $1,568,000 Interest in 1957.

PUBLIC INDIGNATION PROMPTS INVESTIGATION OF CITY COLLECTOR'S OFFICE
Malpractices Exposed by Globe-Democrat. Four Resign.

IMPROVED AIR PASSENGER SERVICE
New Non-stop Flights to New York, San Francisco, Chicago, New Orleans And Elsewhere Now In Operation As Urged By The Globe-Democrat.

GLOBE-DEMOCRAT CAMPAIGN COLLECTS $102,000 FOR GIBBON HEART-LUNG
Generosity of St. Louisans Provides Life-saving Machine For Children.

"OLD NEWSBOYS" RAISE $35,000 FOR NEEDY CHILDREN
Public Support of Globe-Democrat Sponsored Charity Will Make 1958 A Lot Brighter For Many St. Louis Youngsters.

GLOBE-DEMOCRAT HELPS UNSNARL TRAFFIC TANGLES
Newspaper Publicity And Public Reaction Prompts Recommendation For Removal of 1,000 Stop Signs And 96 No-Left-Turn Signs.

GREYHOUND PLANS NEW BUS TERMINAL FOR ST. LOUIS
Articles in Globe-Democrat Prompt Building of New Facilities.

TRAFFIC HAZARD BEING REMOVED
Action Taken After Globe-Democrat Points Out Hazardous Area On Lindbergh Where 75 Killed Or Injured in Last Two Years.

IS ST. LOUIS A BAD LABOR AREA?
Globe-Democrat Series Showed It Is Not—Paves Way for New Industry To Enter Here.

ST. LOUIS MOVES AHEAD
Series of Globe-Democrat Articles Show How Other Great American Cities Solve 20th Century Urban Problems . . .

★ FIRST IN DAILY CIRCULATION GAINS IN ST. LOUIS IN 1957

In fact, The daily Globe-Democrat with a 28,641 gain has the second largest increase of any newspaper (morning or evening) in the top 30 cities of the nation for the period ending September 30, 1957. (Only in Boston, where one newspaper suspended publication, was there a greater gain by the other newspapers in that city than that achieved by The Globe-Democrat for this period.)

★ FIRST IN TOTAL ADVERTISING GAINS IN THE NATION'S TOP 30 CITIES

2,098,281 lines gain (first 11 months 1957, source—Media Records). In St. Louis The Globe-Democrat, alone, had the only advertising gains during 1957.

Working FOR St. Louis 365 days a year

ST. LOUIS Globe DEMOCRAT

Represented Nationally by Moloney, Regan & Schmitt

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BROOKFIELD 5,810	News-Bulletin (e ex Sat.) 4,210	.06 Flat	(I) (AP) (J) (5¢, 80¢ mo) (Inland Newspaper Representatives, Inc.)	Brookfield Pub. Co. Ira J. Williams, Pres.-Pub.	Ira J. Williams (e)	Tom Hartman (ne) Leigh Simpson (sp) Isabel Leonard (we)	Ira J. Williams (bm) Don Weaver (cm)	L. W. Sumerall (ad. mgr.) John Stewart (cam)	
BUTLER 3,333	Democrat, North Side Sq. (e ex Sat.) 950	.025 Flat	(D) (J) (none)	R. A. Ellis, Pub.	Mary L. Ellis (asso-e)				
	*Daily and weekly circulation 3,750. Combined rate .06.								
CAMERON 3,570	News-Observer, Tel.: 39 (e) 1,900*	.054 Flat	(D) (AP) (J) (5¢, 15¢w) (none)	Thomas W. McAllen, Pub.	Thomas W. McAllen (e)		Agnes I. McAllen (gm-bm-cm)		
	*Daily and weekly combination (Sun, Thurs.) .06; comb. circulation 2,910.								
CAPE GIRARDEAU 21,578 21,578-ABC-CZ	Southeast Missourian, 301-313 Broadway, Tel.: 5-6611 (e) (ABC) 15,000	.11 Flat	(I) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Naeter Bros. Pub. Co. Fred W. Naeter, Pres.-Pub.	Juel Mosley (me)		Alvin Macke (bm) H. H. Howes (cm)	Keith Reed (ad) R. R. Schade (cam)	D. J. Barks (ms)
	Address all editorial correspondence to Mr. Juel Mosley, Managing Editor								
CARROLLTON 4,380	Democrat (e) 2,650	.05* Flat	(D) (AP) (J) (5¢, 70¢ mo) (none)	Democrat Ptg. Co.	Earl F. Cheesman (eep-e-me)	Dave Stampfli (sp) Mrs. Victor Nunn (we)	Earl F. Cheesman (gm-bm) Helen Earp (cm)	Dave Stampfli (ad-mga-ram-cam)	Dave Stampfli (apm) Jesse Cauthon (ms)
	*.06 in combination with weekly issue, combined circulation 3,450.								
CARTHAGE 11,188	Press, 527 S. Main, Tel.: 2191 (e) 6,314	.07* Flat	(R) (AP) (J) (5¢, 25¢ w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Carthage Pub. Co. E. L. Dale, Pres.-Pub.	E. L. Dale (eep-e-me-ce)	Jack Harshaw (sp) Myrle Benedict (we)	E. L. Dale (gm) Elmer R. Johnson (bm-cm)	Robert S. Dale (ad-mga) Elmer R. Johnson (cam)	Robert Peoples (ms)
	*.07 in combination with weekly issue, circulation 579.								
CHILLICOTHE 8,694	Constitution-Tribune, 504 Washington, Tel.: 105 (e) 5,671	.06 Flat	(I) (AP) (5¢, 20¢w, 85¢mo) (none)	Chillicothe Pub. Co. Chas. E. Watkins, Pres.-Pub.	Wm. H. Plummer (e)	Wm. H. Plummer (ne) Dick Rebbick (sp) Mrs. Ann Hamilton (we)	Phil Bohn (bm) Garland Newton (cm)	Phil Bohn (mga-ram) Miss Virginia Page (cam)	Todd Homan (ms)
CLINTON 6,075	Democrat, 212 S. Washington St., Tel.: 85 or 1449 (e ex Sat.) 3,405	.06 Flat	(D) (UP) (6¢) (none)	Democrat Pub. Co.		Mahlon N. White and Daniel B. Miles (ne)	Mahlon N. White (gm) Mrs. K. K. White (bm)	James McCracken (ad) K. K. White (mga)	Alva Gene Martin (ms)
COLUMBIA 31,974 31,974-ABC-CZ	Missourian, Walter Williams Hall, 311 S. 9th St., Tel.: GI 2-3161 (e) (ABC) 3,625	.07 Flat	(I) (AP, UP) (5¢d, 25¢ w, $1.00mo) (none)	University Missourian Assn. John C. Stapel, Pres.	Maurice Votaw (eep) W. B. Bickley (me) E. W. Sharp (ce)	Miss Queen Smith (we)	L. D. Flynn (gm) E. B. Swift (bm) W. L. Jencks (cm)	Ruth Bratek (ad-cam)	L. D. Flynn (apm) Reed Coday (ms)
	Tribune, 7th & Cherry Sts., Tel.: Gibson 3-4131 (e) (ABC) 10,072	.10 Flat	(D) (AP, INS) (5¢, $1.25mo) (Missouri Select Dailies)	Tribune Pub. Co. H. J. Waters, Jr., Pres.-Pub.	H. J. Waters, Jr. (e) John Philip Hamel (me) L. A. Graebner (ce)	J. P. Hamel (sp) Mrs. Eugenia Rice (we)	M. D. Jett (bm) L. Francis Pike (cm)	John Lawson (mga) Austin C. Rynerson (cam)	Mike C. Creasy (ms)
EXCELSIOR SPRINGS 5,888	Standard, 417 Thompson (e ex Sat. & Mon.) 3,723	.075 Flat	(D) (UP) (J) (6¢, 6¢S, 30¢w) (none)	Standard Pub. Co. D. J. McGriffin, Pres.-Pub.	Marvin Crowley (eep-e)	Tillie Emmons (we)	B. Tufts (cm)	Harold Withers (mga) Bea Albertson (cam)	Carl Sattriee (ms)
	Sunday edition (S) 3,723	.075 Flat							
FESTUS-CRYSTAL CITY 5,199—Festus 3,499—Crystal City 8,698—Total	News-Democrat, 12 Main St., Tel.: YE 7-3636 (e ex Sat.) 4,029	.065 Flat	(D) (UP) (J) (5¢, 20¢ w) (Inland Newspapers)	News-Democrat, Inc. Lloyd W. Wright, Pres.-Pub.	Harold L. Wright (eep-me) Sam Schapiro (ce)	Betty DeBasio (we) Sam Schapiro (sp)	Harold L. Wright (gm) Pat Clear (cm)	Lloyd W. Wright (ad) Betty Ragsdale (cam)	Fay A. Warner (ms)
FLAT RIVER 5,308	St. Francois County Journal, 20 E. Main St., Tel.: GE 1-2010 (e ex Sat.) 5,379	.05 Flat	(R) (J) (5¢, 15¢w, 60¢mo) (Inland Newspaper Representatives, Inc.)	Daily St. Francois County Journal, Inc. C. B. Dees, Pres. Carroll B. Gerig, Vice-Pres. N. A. Gerig, Sec.	C. B. Gerig (e)		C. B. Dees (gm-bm)	C. B. Dees (ad)	
FULTON 10,052	Sun-Gazette, 115 W. 5th St., Tel.: 543 (e) 4,294	.06 Flat	(D) (AP) (5¢) (none)	Sun Printing Co. V. A. Johnston, Sr. and Virgil Johnston, Jr., Co-Pubs.	V. A. Johnston, Sr. and Virgil Johnston, Jr. (e) Jack Webb (ce)	Jack Webb (sp) Florence Wilkerson (we)	Gretchen Nichols (cm)	R. O. Winter (ram)	Geo. C. Robertson (ms)
HANNIBAL 20,444 20,675-ABC-CZ	Courier Post, 200 N. Third, Tel.: 2800 (e) (ABC) 10,961	.09 Flat	(I) (AP) (5¢, 35¢w) (Jann & Kelley, Inc.)	Courier-Post Pub. Co. P. D. Adler, Pres. E. L. Sparks, Pub.	Wm. A. Cable (eep-e) C. J. Cary (me)	Ed. O'Neill (sp) Kay Bowen (we)	E. L. Sparks (gm) B. E. Emerson (bm) D. M. Skoglund (cm)	E. L. Sparks (mga) C. R. Munson (ad-ram) Ivan Lewellen (cam)	E. L. Sparks, Jr. (ms)
INDEPENDENCE 36,963	Examiner, 321 W. Lexington, Tel.: CLifton 4-8600 (e) 10.414	.10 Flat	(I) (UP) (5¢, 20¢w, 85¢ mo) (Burke, Kuipers & Mahoney, Inc.)	Examiner Pub. Co. Oscar S. Stauffer, Pres.-Pub.	T. Hall Collinson (e) Sue Gentry (ce) James A. Southern (me) John W. McDonald, (Associate ed.)	Sue Gentry (ne) Kent Thomas (sp) Chell Tousley (we)	T. Hall Collinson (gm-bm) David Belles (cm) Carolyn Fitzgerald (com)	Peter J. Esser (ad-ram) T. Hall Collinson (mga) Beulah Boone (cam)	T. Hall Collinson (pm) Ed Moore (apm) Cliff Roudebush (ms)
	News (e) 2,235 Sunday edition (S) 4,500	.071 Flat .071 Flat	(I-D) (AP) (J) (5¢d, 5¢S, 15¢w-d&S) (none)	Craig Siegfried Publications, Craig Siegfried, Owner	Craig Siegfried (eep) Wendle Burns (me-ce)		Jim Hough (cm)	Bob Dawson (ad)	
JEFFERSON CITY 25,099 32,288-CZ-C of C Est., '56	Capital News, 210 Monroe, Tel.: 6-3131 (m ex Mon.) 5,053	....	(D)	News Tribune Co. Mrs. R. C. Goshorn, Pres. & Pub.	Darrell Sifford (e-PT) Kenneth Johnson (e-CN) Joseph Majersky(me)	Tom Muse (sp)	R. L. Rose (gm) W. D. Tetrick (bm) Don Rice (cm)	R. L. Rose (mga) James McLellan (ram) William James (cam)	Orva Silfies (ms)
	Post-Tribune (e ex Sat.) 10,110	....	(R) (AP) (5¢, 10¢S, 35¢w) (Bogner & Martin)						
	Combined daily (me) 15,163	.11 Flat							
	Capital News Post-Tribune (S) 14,398	.11 Flat	(I)						
JOPLIN 38,711 48,026-ABC-CZ 51,134-ABC Par. 15	Globe, 117 E. 4th St., Tel.: MA 3-3480 (m ex Mon.) (ABC) 30,828	....	(I) (AP) (5¢, 10¢S, 40¢ w) (The Katz Agency, Inc.)	Joplin Globe Pub. Co. Cowgill Blair, Pres.-Pub.	Ray S. Cochran (me) Rex Newman (eep) S. A. Smith (ce-NH) George Ober (ce-G)	Lang Rogers (ne) Porter Wittich (sp) Elizabeth Molloy (we)	Cowgill Blair (gm) Fred G. Hughes (bm) H. J. Leggett (cm)	C. A. Blair (ad-mga) Wm. Fehrenbach (ram) E. D. Orton (cam)	C. A. Blair (pm) Tyler Conrad (ms)
	News-Herald (e) (ABC) 11,537	....							
	Combined daily (me) (ABC) 42,365	.23 Flat							
	Globe (S) (ABC) 35,228	....							
	Sunday & evening (eS) (ABC) 46,765	.23 Flat							
	Morning & Sunday (mS) (ABC) 66,056	.32 Flat							
KANSAS CITY 456,622 750,328-ABC-CZ	News-Press, 3611 Troost Ave., Zone 9, Tel.: WE 1-2000 (d. Mon.-through Friday) 1,012	.... .11 Flat	(D) (J) (INS-Picture Service, NYHT) (5¢)	Garrett L. Smalley, Pub	Garrett L. Smalley (e)			Garrett L. Smalley, Jr. (ad) Robert W. Smalley (mga)	
	Star, 1729 Grand Ave., 8, Tel.: HA 1-1200 (e) (ABC) 334,082	.75 Flat	(I) (AP, CDN, CT-NYN, RN, INS, NANA, NYT) (5¢, 15¢S, 40¢w-m, e&S, $1.74mo) Dwight I. Dollison (New York), L. I. Weishar (Chicago) West-Holliday Co., Inc. (Pacific Coast)	Kansas City Star Co. Roy A. Roberts, Pres.	Richard B. Fowler (eep) Roy A. Roberts (e) C. G. Wellington (ex. ed.) John W. Colt (me-S) Arthur F. Duncan (me-T) Ralph Eades (ce-S) James Turnbaugh (ce-T)	Paul Miner (ne) E. B. Garnett (Su) Ernest Mehl (sp) Erma Young (we)	Roy A. Roberts (gm) Arthur C. Wahlstedt (bm) J. R. O'Donnell (cm)	Emil A. Sees (ad) James L. Barrick (nat. ad) Fred R. Kenower (ram) Roscoe Gillaspie (cam)	R. A. Barrows (pm-apm) Frank McKinney (prod. mgr.)
	Times (morning ed. of Star) (m) (ABC) 328,350	.75 Flat							
	Combined daily (me) (ABC) 662,432	1.10 Flat							
	Star (S) (ABC) 352,272	.75 Flat							

KANSAS CITY LEADERSHIP!

1st

as a HARD WHEAT MARKET
as a STOCKER AND FEEDER MARKET
as a CASH WHEAT MARKET
as a PRIMARY WHEAT MARKET
in WHEAT FLOUR PRODUCTION
in VENDING MACHINE PRODUCTION

2nd

as a FUTURES WHEAT MARKET
in TOTAL FLOUR PRODUCTION
in GRAIN ELEVATOR CAPACITY
as a SORGHUM GRAINS MARKET
in AUTOMOBILE ASSEMBLY

3rd as a CATTLE and CALF MARKET
6th in APPAREL INDUSTRY
11th in BANK CLEARINGS
13th in DRUG STORE SALES
13th in PRINTING TRADES
14th in NUMBER OF AIRLINE OPERATIONS
15th in TOTAL RETAIL SALES
16th in CONSUMER SPENDABLE INCOME
18th in POPULATION

Quality of Market 25.2% Above National Average

The Kansas City Star (morning and evening) is 1st in America in home delivered circulation ...2nd in food store sales!

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
KENNETT	Dunklin Democrat, 212 N. Main, Tel.: 8-4506 (e ex Sat.) 4,436	.06 Flat	(D) (AP) (5¢d, 25¢w, $1.00mo) (Wallace Witmer Co.)	Jack Stapleton, Sr., Pres. Jack Stapleton, Jr., Pub.	Wm. E. Dye (e)	Franklin Burrell (sp)	Hardie Craft, Jr. (cm)	David Dunn (am)	Cecil M. Taylor (ms)
KIRKSVILLE 11,110	Express & News (e ex Sat.) 6,578 Sunday edition (S) 6,736	.06 Flat .06 Flat	(I-R) (UP) (5¢, 5¢S, 90¢mo) (Missouri Select Dailies)	Express Publishing Co., Inc. E. E. Swain, Pres.-Pub.	E. E. Swain (eep-e-me) Dave Murdock (ce)	Wm. Bricker (ne) Eldon Drennan (sp) Mary S. Greer (we)	E. E. Swain, Jr. (bm)	E. E. Swain, Jr. (ad-mga-ram) Bob N. Reed (cam)	L. T. Shubert (ms)
LAMAR 3,233	Democrat, 108 W. 10th, Tel.: OV 2-4413 (e) 3,273	.05 Flat	(D) (J) (none)	Madeline Aull Van Hafften (Editor)			Stanley E. White (bm)		
LEBANON 6,808	Record, 221 E. Commercial, Tel.: 1017 (e) 3,241	.07 Flat	(I) (UP) (J) (5¢, 20¢w) (none)	Lebanon Pub. Co., Inc. O. R. Wright, Pres.-Pub.	Doyle Hilton (eep-e-me-ce)	Lee Dryden Goans (ne) Doyle Hilton (sp) Virginia MacKesson (we)	O. R. Wright (gm-bm) Joe Harrell (cm)	D. K. Sheppard (ad-mga)	Chas. F. Walstrom (ms)
LEXINGTON 5,074	Advertiser-News, 1018 Main St., Tel.: 220-245 (e) 3,087	.055 Flat	(I) (UP) (5¢, 60¢m) (none)	Lexington News Pub. Co. John H. Shea, Pres.-Pub.	John H. Shea (e) J. V. Shannon, Jr. (me-ce)	J. V. Shannon, Jr. (ne-sp) Mary Lou Ely (we)	John H. Shea (gm-bm)	B. M. Little, Jr. (ad-mga-ram)	Calvin Lorenz (ms)
MACON 4,152	Chronicle-Herald, 223-25-27 N. Rollins, Tel.: 2126, 2127 (e) 4,413	.06 Flat	(D) (AP) (none)	Chronicle-Herald Pub. Co.	Frank P. Briggs (e)		F. M. Sagaser (gm)	Tom Briggs (ram)	W. L. King (ms)
MARSHALL 8,850	Democrat News, 121 N. Lafayette, Tel.: 1000 (e) 4,065	.05 Flat	(D) (AP) (J) (5¢, 20¢) (none)	Democrat News Ptg. Co. R. N. Hains, Pub.	R. N. Hains (e) John R. Hall (ce)	Mrs. Marianna Egan (we)	R. K. Hains (gm) Mrs. Marianna Egan (cm)	Randall K. Hains (ram)	Jack Cress (ms)
MARYVILLE 6,834 6,834-ABC-CZ	Forum (e) 5,767	.06 Flat	(I) (AP) (5¢, 25¢w) (none)	Forum Pub. Co. O. S. Stauffer, Pres. M. W. Stauffer, Pub.	B. J. Alcott (e)	Jurel Jackson (we)	M. W. Stauffer (gm-bm-cm)	Frank Merenchi (mga)	
MEXICO 11,623 11,623-ABC-CZ	Ledger, Ledger Square, 300 N. Washington, Tel.: JU 1-1111 (e) 8,038	.08 Flat	(I-D) (AP) (UP) (5¢, $1.25mo) (Missouri Select Dailies)	Ledger Newspapers, Inc. L. M. White, Pres. L. M. and R. M. White, II, Co-Pubs.	R. M. White, II (eep) L. M. & R. M. White, II, (co-editors) James E. Sterner (me)	Robert Posen (sp) Laurene Miller (we)	R. M. White, II (gm) William Haas (bm) Vernon Duffy (cm)	William Haas (ad) Ray Halter (ram)	Lebbius Ball (ms)
MOBERLY 13,115 13,115-ABC-CZ	Monitor-Index & Democrat (e) 8,686	.08 Flat	(D) (AP) (5¢, 30¢w) (Missouri Press Association; Arthur H. Hagg & Associates, Inc.)	Moberly Inuex Ptg. Co. James Todd, Pres.-Pub.	W. T. Van Cleve (e) James Todd (me)	Bradley Powell (ne) Stanley Isle (sp) Jo Driskell (we)	James Todd (gm) J. K. Van Cleve (bm) Jim Carney (cm)	Jack VanCleve (ad) Mrs. C. N. Smith (cam)	Willard May (ms)
MONETT 4,771	Times, 212 Fifth St., Tel.: BElmont 5-3135 (e) 3,997	.06 Flat	(I-R) (J) (5¢) (Missouri Press Assn. Adv. Serv.)	Monett Times Co. Kenneth G Meuser, Pub.		Dick Brady (ne) Mrs. Ruth Webber (we)		Hal Martin (ad)	Jay Lewis (ms)
NEOSHO 5,790	News, 104 E. Hickory, Tel.: 1520 (e ex Sat.) 3,329 Sunday edition (S) 3,329	.06 Flat .06 Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w) (Inland Newspaper Reps.)	Neosho Pub. Co., Inc. Howard L. Bush, Pres.-Pub.	Howard L. Bush (eep) Richard Fisher (me)	Jarol Garrison (ne)	Howard L. Bush (gm-bm)	John Hall (ad)	Ray Campbell (pm)
NEVADA 8,009	Mail, 125 S. Cedar, Tel.: 1200-1201 (e) 4,209 Herald (S) 4,265	.06 Flat .06	(D) (AP) (INS) (7¢d, 10¢S, $1.30mo)	Nevada Pub. Co. Oscar S. Stauffer, Pres. Ben F. Weir, Pub.	Peter V. McCoy (me)	Glessie Ewing (we)	Ben F. Weir (gm-bm) Ludmila Weir (cm)	Edward Steele (ad-mga-ram)	Edward Steele (pm-apm)
POPLAR BLUFF 15,064 15,064-ABC-CZ	American Republic, 220 Poplar St., Tel.: SU 5-4621 (e) 12,669	.09 Flat	(I) (AP) (J) (5¢, 30¢w) Wallace Witmer Co.	Poplar Bluff Ptg. Co. Mrs. John H. Wolpers, Pub.	Robt. M. Wolpers (e-me) Jas. Hendrickson (ce)	James Hendrickson (ne) Robt. E. Gray (sp) Agnes Maske (we)	Robt. M. Wolpers (gm) R. M. Saracini (cm)	F. P. Jacobs (ad) Thelma Porter (mga) K. Barrow (cam) Ed. Wilmore (ram)	Herb Piper (ms)
ROLLA 9,354	Daily Herald (e) 2,645	.05 .04	(I) (AP) (J) (5¢, 25¢w, $1mo, $5 yr by mail in county)	Wm. B. Breuer, Pres.-Pub.	Wm. B. Breuer (e)	Sally Lane (we)	Vivien Humphrey (bm) James Roach (cm)	Garvin Berry (ad) Vivien Humphrey (nam) Virginia Daly (cam)	Garvin Berry (apm)
	News, 101-7 W. 7th St., Tel.: EM 4-2468 (e ex Sat.) 5,043	.07* Flat	(I-D) (UP) (7¢) (Missouri Select Dailies)	Edward W. Sowers, Pub.	Edward W. Sowers (e)	Darrell Bradford (ne) Christine Beutler (we)	Geo. Madden (bm) Jim Mesko (cm)	Geo. Madden (mga) Clyde Roberts (ram)	
	*.07 daily only. Daily and weekly New Era (Thur) circ. 1,523, total combined circulation 6,566; combined rate .10; weekly issue only .04 line.								
ST. CHARLES 14,314	Banner-News, 200 S. Main, Tel.: RAndolph 4-0120 (e ex Sat.) 5,260	.06 Flat	(D) (J) (4¢, 20¢w) (none)	Banner-News Co., Inc. M. A. Thomson, Pub.	R. Kelch (ce)	R. Kelch (sp)	M. A. Thomson (gm) E. Keene (cm)	J. L. Bricker (ad)	
	Cosmos-Monitor (e ex Sat.) 3,485	.055 Flat	(I-R) (J) (5¢, 15¢w) (none)	St. Charles Pub. Co., Inc. Amon C. Weeke, Pres. Amon C. Weeke and Darby R. Tally Co-Pubs.	Darby R. Tally (eep-e-me) Glenn Goellner (ce)	Glen Goellner (ne-sp)	Darby R. Tally (gm-bm-cm)	Darby R. Tally (ad-mga-ram) Ella Woehrle (cam)	Amon Weeke (ms)
ST. JOSEPH 78,588 87,005-ABC-CZ 91,353-ABC Par. 15	Gazette, 9th & Edmond, Zone 1, Tel.: 4-5671 (m ex Sat.) 40,553 News-Press (e ex Sat.) 47,811 Combined daily (me) 88,364 News-Press (S) 49,615	.32 Flat .23 Flat	(I-R) (AP, UP, INS) (5¢, 15¢S, 60¢w-d&S) (Kelly-Smith Co.)	The News Press & Gazette Co. Henry D. Bradley, Pres. David R. Bradley, Pub.	Arthur V. Burrowes (e) Merrill Chilcote (me-ne) Harold Slater (ce-NP) Don Houseworth (ce-G)	Harold Mills (ne-G) Merrill Chilcote (Su) Wm. Scott (sp-NP) Tom Reno (sp-G) Jane Erickson (we)	Knowlton Parker (bm) Donald L. Martz (cm)	Victor A. Modeer (ad) Ethan H. Campbell (mga) Chas. Sullivan (cam)	Knowlton Parker (pm) N. Hetherington (ms)
ST. LOUIS 856,796 1,418,588-ABC-CZ 1,556,964-ABC Par. 15	Globe Democrat, 1133 Franklin Ave., Zone 1, Tel.: GA 1-1212 (m ex Sat.) 338,884 Saturday edition (Sat.) 297,974 Sunday edition (S) 388,010	.84 Flat .84 Flat .87 Flat	(I) (AP, CDN, CT-NYN) (DJ) (NANA) (*S) (5¢, 15¢S, 45¢w-d&S, $1.90mo) (Moloney, Regan & Schmitt) Hal Winter Co. (Florida)	Globe-Dem. Pub. Co. Richard H. Amberg, Pub. C. Arthur Weis, Pres.	Louis LaCoss (eep) George Killenberg (ce) Charles E. Pierson (exec-e)	Martin Duggan (ne) Paul Tredway (Su) Robert Burnes (sp) Frances G. Smiley (we)	Walter I. Evans (c dir) Louis Mohs (cm) H. O. Wilkat (gen. auditor)	Ernest G. Hoffsten (ad) Al Stokman (ad mgr) C. C. Callihan (mga) E. Anderson (ram) John J. Haggerty (cad)	Edward W. Evers (Prod. Mgr.) George Carson (pm)
	Post-Dispatch, 1111 Olive St., Zone 1, Tel.: MAin 1-1111 (e ex Sat.) 403,068 Saturday edition (Sat.) 308,547 Sunday edition (S) 514,332	.95 Flat .95 Flat $1.00 Flat	(I) (AP, UP, INS, NYT, NYHT, CDN, London Observer) (*S) (J) (5¢, 15¢, $1.30mo-d) J. V. Ambrose (New York) R. C. Rowden (Chicago) Leonard Co. (Florida) West-Holliday Co., Inc. (Pacific Coast) John Budd Co. (South)	Joseph Pulitzer, Jr., Pres-Pub. Charles J. Hentschell, Vice-Pres. Dell B. Stafford, Sec.-Treas.	Joseph Pulitzer, Jr. (e) Robert Latum (eep) Raymond L. Crowley (me) Evarts A. Graham, Jr. (ce)	A. R. Bertelson (ne) A. L. Clarke (ne) H. T. Meek (ne) Sidney R. Stanard (ne) Julius H. Klyman (Sun. Pictures) J. Roy Stockton (sp) Selwyn Pepper (we)	Charles J. Hentschell (bm) G. R. Kershaw (cm)	Fred F. Rowden (ad) Paul I. Talbot (asm) Douglas Day (mga) Frank Leening (ram) B. C. Corrigan (cam)	John P. Baker (apm) Alex T. Primm (prod mgr.)

More than

38,300,000

lines of advertising were published by the Post-Dispatch in 1957

This marked the fifty-seventh consecutive year that the Post-Dispatch has proved to be the advertisers' strongest business support, both daily and Sunday, in the important retail and industrial market of St. Louis.

The dominant sales influence of the great Central Mississippi Valley, the Post-Dispatch is first in advertising and consistently leads in nearly all classifications of advertising.

In St. Louis there is no better choice for product promotion, because more St. Louisans refer to the Post-Dispatch for their daily needs than to any other publication or medium.

It's good business to advertise in the publication that has the reputation as *"the selling force behind St. Louis business."*

ST. LOUIS POST-DISPATCH

First in Advertising for 57 Consecutive Years

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SEDALIA	Capital, 108-10 W. 4th St., Tel.: TAylor 6-1000								
20,354 21,131-ABC-CZ 25,234-ABC Par. 15	(m ex Mon.) 4,231	....	(I-R) (I-D) (AP) (7¢, 10¢S, 30¢w) (none)	Sedalia Democrat Co. Dear Publication & Radio, Inc. J. Albert Dear, Treas.	Geo. H. Scruton (eep-e-me) Peter Potter (ce)	Peter Potter (ne-Su) D. Kelly Scruton (sp) Hazel Lang (we)	K. U. Love (bm) Joe Forsee (cm)	K. U. Love (ad-mga-ram-cam)	K. U. Love (pm-apm) Chas. Behrens (ms)
Democrat (e ex Sat.)	8,238	....							
Combined daily (me)	12,469	.10 Flat							
Sunday edition (S)	12,678	.10 Flat							
SIKESTON	Standard, 205 S. New Market, Tel.: GRant 1-1137 - 1-1138 - 1-1139								
11,640 11,640-ABC-CZ	(e)	4,504 .065 Flat	(D) (AP) (J) (5¢, 30¢ w) (Wallace Witmer Co.)	Sikeston Publishing Co. Mrs. C. L. Blanton, Pres. C. L. Blanton, Jr., Pub. K. S. Blanton, Secy.-Treas.	C. L. Blanton, Jr. (eep-e-me) R. E. Yorke (ce)	Weldon Grimsley (ne) Nan L. Watson (we)	C. L. Blanton, III (bm) R. E. Long (cm) F. Albritton (cam)	Willis Mills (ad) Bill Fitzpatrick (ram) R. Hunter (cam)	G. Hodges (pm) G. W. Gardner (ms)
SPRINGFIELD	News, 651 Boonville Ave., Zone 1, Tel.: 4-4411								
66,731 79,124-ABC-CZ 91,910-ABC Par. 15	(m)	22,237	(I) (AP, INS, UP) (5¢, 15¢S, 35¢w-d&S, $1.50mo) (The Branham Co.)	Springfield Newspapers, Inc. T. W. Duvall, Pres.	C. W. Johnson (eep-me) Perry E. Smith (ce)	Walter Brunkhorst (ne) Jim Billings (Su) Don Mahnken (sp-m) Marty Eddlemon (sp-e) Elaine Phillips (we)	Tams Bixby, Jr. (gm) Arch A. Watson (bm) Gene Fergerson (cm-city) Geo. Woomer (cm-rural)	Dan H. Wheeler (ad-ram) Robert A. Tinkler (mga) Ralph Leeson (cam)	Arch A. Watson (pm) Dan H. Wheeler (apm) Irvan H. Darnall (ms)
Leader & Press (e)	36,242	....							
Combined daily (me)	58,479	.24 Flat							
News & Leader (S)	58,288	.24 Flat							
TRENTON 6,157	Republican-Times & Gazette (m)	4,064 .06 Flat	(R) (AP) (5¢) (Thos. Clark Co., Inc.)	W. B. Rogers Ptg. Co., Inc. Ray Van Meter, Pres.-Pub.	Ray Van Meter (me)	.....	Ray Van Meter (gm)	Ray Van Meter (ad)	.....
WARRENSBURG 6,857	Star-Journal, 108 West Culton St., Tel.: 123 (e ex Sat.) 3,150 .06* Flat		(D) (UP) (J) (5¢, 80¢ mo) (none)	The Star-Journal Pub. Co. Inc. William C. Tucker, Pres.	William C. Tucker (e) Leland Markward (ce)	Leland Markward (ne) Caroline Anderson (we)	William C. Tucker (gm-bm)	William C. Tucker (ad)	V. K. White (ms)
	*Rate includes insertion in semi-weekly Star-Journal (Tuesday and Friday), circulation 1,765; combined total 4,915.								
WEBB CITY 6,919	Sentinel, 13 S. Main, Tel.: 2 (e) 920 .025 Flat		(R) (J) (5¢, 10¢w) (none)	Hal M. Wise, Jr., Pub.	Hal M. Wise, Jr. (e-me-ce)	Dorothy Wise (we)	Hal M. Wise, Jr. (gm) Mrs. Hal M. Wise, Jr. (bm)	Charles Smuck (ad) Mrs. Hal M. Wise, Jr. (cam)	Charles Smuck (apm) J. W. Potter (ms)
WEST PLAINS 4,916	Quill, 202 South Main, Tel.: 307 & 677 (e ex Sat.) 5,890 .07 Flat		(I-D) (AP) (J) (5¢, 70¢, mo) (Missouri Press Assn.)	Quill Press Co. Frank L. Martin, Jr. Pub.	Frank L. Martin. Jr. (e-me) Dennie Hall (ce)	Frank L. Martin (ne-sp) Allene Chapin (we)	Jewell Magenot (bm) Opal Smith (cm)	Shaddy Newton (ad-mga)	Marvin Collins (ms)

MONTANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BILLINGS	Gazette, 2701 Montana Ave., Tel.: 3-3057, 2-2854								
31,834 42,608-ABC-CZ 60,861-ABC Par. 15	(m)	25,337	(I) (AP, UP) (J) 5¢ 10¢ S, 35¢w-d&S) (Jann & Kelley, Inc.)	The Gazette Ptg. Co. Fred W. Pierce, Pres.	Tom Stout and Oscar Chaffee (eep) Harold Seipp (e-me)	Roy Anderson (sp)	Fred W. Pierce (bm) E. C. Aitchison (cm)	J. S. Hilleboe (ad)	.....
Gazette (e)	10,701	....							
Combined daily (me)	36,038	.20 Flat							
Sunday edition (S)	37,804	.20 Flat							
Evening and Sunday (eS)	48,505	.24 Flat							
BOZEMAN 11,325	Chronicle (e ex Sat.) 4,858 .08 Flat		(I) (AP) (5¢, 10¢S, $1.50mo) (Gilman,	Gallatin Pub. Co. G. Nicholas Ifft, III, Pres. (Scripps League)	Nicholas Ifft, III (eep-e) Walter Secor (me) Ralph Evans (ce)	John Saxman (sp) Lucille Sheridan (we)	Nicholas Ifft, III (gm) Virginia Barrett (bm) Garph Lords (cm)	Don Novis (ad-ram) Audre Gerry (cam)	Nicholas Ifft, III (pm) Richard Lingard (ms)
Sunday edition (S)	5,030 .08 Flat								
BUTTE-ANACONDA	Montana Standard, 100 S. Main St., Butte, Tel.: 3272								
47,089-Butte 11,754-Anaconda 58,843-ABC-CZ	(m)	19,361	(I) (AP) (J) (NANA) (UP) (5¢d, 10¢S, 40¢w-d&S) (Sawyer, Ferguson & Walker Co.)	Standard Pub. Co. James T. Finlen, Pres.	Law Risken (e-me) Tom Wigal (ce) George McVey (eep)	Jean Jordan (sp) Mrs. Peggy Verstappen (we)	J. L. Stocke (cm)	Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam)	Cliff Bowman (ms)
Post (e)	10,210	....							
Combined daily (me)	29,571	.18 Flat	(I) (J) (AP) (5¢, 30¢ w) (Sawyer, Ferguson & Walker Co.)	Post Pub. Co. J. H. Dickey, Jr., Pres.	G. W. Moon (e) Law Risken (me) Tom Wigal (ce)	Frank Quinn (sp) Mrs. Peggy Verstappen (we)	Law Risken (gm) J. L. Stocke (cm)	Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam)	Cliff Bowman (ms)
Montana Standard (S)	25,432								
Evening and Sunday (eS)	35,642	.20 Flat							
DILLON 3,268	Tribune (e ex Sat.) 1,896 .06 Flat		(I-R) (UP) (J) (5¢, 50¢ mo) (Inland Newspaper Representatives, Inc.)	Tribune Pub. Co. E. C. & Hazel A. Townsend, a partnership	H. A. Townsend (eep-e-me-ce)	E. S. Townsend (ne-sp-we)	E. C. Townsend (gm-bm-cm)	E. C. Townsend (ad-mga-ram-cam)	E. C. Townsend (pm-apm-ms)
GLENDIVE 8,922	Daily Ranger, 114 W. Towne, Tel.: EM 5-3303 (e ex Mon. and Sat.) 2,864 .06 Flat		(I-R) (UP) (5¢, 5¢S, 25¢w, $1.20mo) (Arthur H. Hagg & Associates, Inc.)	Ranger Pub. Co. E. L. Fike, Pres. R. T. Pittman, Pub.	R. T. Pittman (e)	Marlin Mullet (ne)	Alex Laurie (cm)	R. T. Pitman (ad) Mal Plaggman (ram)	Ruth Pittman (cam)
Sunday edition (S)	2,864 .06 Flat								
GREAT FALLS	Tribune, 4th and Second Ave. N., Tel.: 2-8585								
42,804-ABC-CZ 50,265-ABC Par. 15	(m)	33,495	(D) (AP, UP) (J) (5¢, 15¢S, $1.80mo) (Reynolds-Fitzgerald Co.)	The Tribune Alexander S. Warden, Pub.-Pres.	R. D. Warden (me) Wm. Zadick (ce)	Keith Bridenstine (sp)	Beecher Cushman (bm) William R. Haney (cm) Joel Koppang (com)	N. S. Monsos (mga) Frank Eigemen (ram) Walter Valacich (cam)	.....
Leader (e)	9,495	....							
Combined daily (me)	42,990	.25 Flat							
Tribune (S)	37,758	.25 Flat	(R) (AP, UP) (5¢, 30¢ w-d&S) (Reynolds-Fitzgerald Co.)	The Leader Co. Alexander Warden, Pres.	Robert Barnes (me-ce)	Tom Kerin (sp) Eleanor Doty (we)	Beecher Cushman (bm) Jim Denham (cm) Joel Koppang (com)	Norman S. Monsos (mga) Frank Eigeman (ram)	.....
Evening and Sunday (eS)	47,253	.26 Flat							
HAMILTON 2,678	Ravalli Republican (e ex Sat.) 1,938 .05 Flat		(R) (J) (5¢) (Newspaper Associates, Inc.)	Ravalli Republican Jack E. Coulter, Pub.	Jack E. Coulter (e)	Jack E. Coulter (ne-sp)	Jack E. Coulter (gm-bm-cm)	Jack E. Coulter (ad-mga-cam)	Roland Hull (ms)
HAVRE 8,086	News (e ex Sat.) 4,462 .07 Flat		(R) (AP) (J) (5¢, 80¢ mo) (Arthur H. Hagg & Associates, Inc.)	Hill County Pub. Co. J. R. Larcombe, Pres. John F. M. Travis Sec. Treas., Pub. (co-ownership)	H. C. Watts, Jr. (e)	Louis Bach (sp) Joan Harbolt (we)	John F. M. Travis (gm) Nancy Neiman (cm)	John F. M. Travis (ad). Clyde D. Floren (mga)	W. N. Cole (ms)
HELENA 17,581 17,581-ABC-CZ	Independent-Record (e)	7,730 .10 Flat	(I) (AP, NYHT) (J) (5¢, 5¢S, 30¢w) (Jann & Kelley, Inc.)	Mont. Record Pub. Co. T. B. Weir, Pres.	E. A. Dye (eep-e) Al Gaskill (me-ce)	Thos. E. Mooney (ne) Gladys LeFors (we)	Ray G. Smidt (bm) Elmer Olson (cm)	Wm. C. Campbell (ad-mga-ram-cam)	.....
Sunday edition (S)	7,870 .10 Flat								
KALISPELL 9,737 10,879-ABC-CZ	Inter Lake, Tel.: 3666 (e)	6,388 .10 Flat	(I) (UP) (7¢, 15¢S, $1.75mo) (Gilman, Nicoll & Ruthman)	Inter Lake Ptg. Co. Wm. B. Sweetland, Pres.-Pub. (Scripps League)	Wm. Sweetland (eep-e) Bob Paulos (me)	Dean Krenz (ne) Don Plarski (Su-se) Marian Abbott (we)	Wm. Sweetland (gm-bm) Wm. Johnson (cm)	B. E. Jensen (ad-ram)	Wm. Sweetland (pm) W. E. O'Leary (ms)
Sunday edition (S)	6,765 .10 Flat								

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LEWISTOWN 6,573 10,480 (Spec. U.S. '55 Census)	News (e ex Sat. & Mon.) 4,395 .09 Sunday edition (S) 4,603 .09 Flat Combination with Argus-Farmer (weekly) rate .09; combined circulation 6,284.	Flat	(I) (UP) (*S & Thurs.) (J) (5¢, 10¢S, $1.25 mo) (Arthur H. Hagg & Associates, Inc.)	Fike Publishing Co. Edward L. Fike, Pres.-Pub.	Edward L. Fike (eep) Roger Conley (e-me)	Delores Meehan (Su-we) Gunter Hauck (sp)	Lloyd C. Raw (gm-bm) William Metier (cm)	Warren Raitt (ad-mga) William Metier (ram) Forrest McPherson (cam)	Lloyd C. Raw (pm) Warren Raitt (apm) Konrad Braaten (ms)
LIVINGSTON 7,683 7,683-ABC-CZ	Enterprise, 120 N. Main, Tel.: 78 (e) 2,739 .06	Flat	(I) (AP) (J) (5¢, 25¢w) (Jann & Kelley, Inc.)	Livingston Pub. Co. R. E. Miller, Pres.	R. E. Miller, (eep-e-me) Francis Powell (ce)		J. G. Lake (gm-bm) G. C. Oliphant (cm)	J. G. Lake (ad-mga)	Gene Burtch (ms)
MILES CITY 9,243	Star (e) 4,775 .08 Sunday edition (S) 4,775 .08 Flat	Flat	(IR) (AP, UP) (J) (5¢, 10¢S, $1.00mo) (Arthur H. Hagg & Associates, Inc.)	Star Ptg. Co. Robert J. Scanlan, Pub.	Robert J. Scanlan (eep-me)		Robert J. Scanlan (gm) W. B. Hawke (cm)	Fred Gedney (mga)	
MISSOULA 22,485 31,864-ABC-CZ	Missoulian, 502 No. Higgins, Tel.: 2-2161 (m) 14,831 Sentinel (e) 3,340 Combined daily (me) 18,171 .13 Flat Missoulian (S) 17,688 .13 Flat		(I) (AP) (J) (5¢, 10¢S, 40¢w-d&S) (Jann & Kelley, Inc.)	Missoulian Pub. Co. J. H. Dickey, Jr., Pres.	Guy Mooney (me) Deane Jones (ce)	Ray Rocene (sp) Gertrude Bassett (we)	R. E. Morrison (bm) J. L. Stocke (cm)	R. E. Morrison (mga) E. A. Holmes (ram)	

NEBRASKA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALLIANCE 7,891 7,891-ABC-CZ	Times-Herald, 114 E. 4th, Tel.: 61-62 (e) 3,724 .06	Flat	(R) (AP) (J) (5¢, 30¢ cty, 25¢cty) (Inland Newspaper Representatives, Inc.)	Alliance Pub. Co., Inc Fred A. Seaton, Pres. Gene Kemper, Pub.	Gene Kemper (eep-e) Dick Manley (me)	Don Christensen (sp) Helen Kemper (we)	Gene Kemper (gm)	Hugh Bunnell (ad-mga)	Marc Miller (ms)
BEATRICE 11,813 11,813-ABC-CZ	Sun (e ex Sat.) 9,871 .00 Sunday edition (S) 10,009 .09 Flat	Flat	(I) (AP (5¢, 10¢S, 30¢w-d&S) (Arthur H. Hagg & Associates, Inc.)	The Beatrice Daily Sun, a partnership E. M. Marvin, Pub.	E. M. Marvin (eep-e) R. S. Marvin (me)	Al Riddington (sp) Hazel Sabin (we)	R. S. Marvin (gm) Alexis Schumacher (cm)	George F. Marvin (ad)	K. Stolzenberg (ms)
COLUMBUS 6,884 8,884-ABC-CZ	Telegram, 1261 27th Ave., Tel.: (Bus.) LO 4-5132; (News) LO 4-5232 (e) 7,642 .07	Flat	(I) (UP) (5¢, 25¢ w) (Inland Newspaper Representatives, Inc.)	The Telegram Co., Inc R. F. Kennedy, Pres. The Telegram Co., Inc. Pub.	Laird Loomis (e-me)	Paul Ernst (sp)	Laird Loomis (gm) R. F. Kennedy (bm-cm)	R. F. Kennedy (ad)	
FAIRBURY 6,395	News, 528 E. St., Tel.: 107 or 207 (e) 3,408 .05	Flat	(R) (AP) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	The News Pub. Co. Virg Hill, et al, owner	Virg Hill (e) Kenneth Clinefelter (me)	Ruth Hill (we)		Virg Hill (ad)	Vernon D. Haws (ms)
FALLS CITY 6,203	Journal (e) 4,676 .06	Flat	(I) (UP) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Journal Pub. Co. Virgil Falloon, Pres. N. W. Todd and Leo F. Nusbaum, Co-Pub.	N. W. Todd (e) G. W. Schock (ce)	G. W. Schock (sp) Rosetta Hahn (we)	Leo F. Nusbaum (bm) Marjorie Loucks (cm)	Wilma Hahn (ad)	L. R. Dodds (ms)
FREMONT 14,762 14,762-ABC-CZ	Guide & Tribune, 101-107 East 5th St., Tel.: PArk 1-5000 (e) 11,151 .06	Flat	(I) (AP) (5¢, 30¢w) (Ward-Griffith Co. Inc.)	Walker Newspapers, Inc. Lester A. Walker, Pres.-Pub	Lester A. Walker (e) Russell W. Weber (me)	Tim Tippett (ne) Rod Wenz (sp) Cherry K. Gocken (we)	Lester A. Walker (gm) Emmette S. Gibson (cm)	Jack W. Powell (ad) Ruth Tressel (cam)	Arlen Sollenberger (ms)
GRAND ISLAND 22,582 24,013-ABC-CZ 27,550-ABC Par. 15	Independent, 113 N. Locust St., Tel.: Du 2-1000 (e) 18,395 .12	Flat	(I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates, Inc.)	The Grand Island Independent Pub. Co. Oscar S. Stauffer, Pres. F. H. Vandegrift, Pub	Arch W. Jarrell (eep-e-me) Harold Hartley (ce)	John H. Conant (ne) Gary Frandsen (sp)	F. H. Vandegrift (gm-bm) Eugene Budde (cm)	Ralph Clark (ad-mga-ram-cam)	Ralph A. Clark (pm-apm) Raymond Stroh (ms)
HASTINGS 20,211 20,211-ABC-CZ	Tribune (e) 16,009 .12	Flat	(I) (AP, INS, UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co., Inc. Fred A. Seaton, Pres.-Pub.	Fred A. Seaton (eep) Burt James (me)	Helen Hemphill (ne) Lois Weyand (we)	Fred A. Seaton (gm) L. P. Kissinger (bm) H. R. Purdum (cm)	Robert Hunter (ad) Bud Meiniger (cam)	Cy Wolfe (ms)
HOLDREGE 4,381 5,187 (Spec. Census '55)	Citizen, 307 East Ave., Tel.: WYman 5-4441 (e) 3,635 .06	Flat	(I) (UP) (5¢d, 25¢w) (Inland Newspaper Representatives, Inc.)	Holdrege Daily Citizen, Inc. Dwight King, Pub.	Harold L. Spence (e)	James Rippey (ne) Kay Bergstrom (we)	Jack Jackson (cm)	Harley Lofton (ram)	
KEARNEY 12,115 12,115-ABC-CZ	Hub, 13-15 E. 22nd, Tel.: 2153 (e) 6,378 .08	Flat	(I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates)	Kearney Hub Pub. Co. Ormond P. Hill, Pub.	E. E. Chittenden (eep-e-me) Charles Poell (ce)	Bob Vantine (sp) Lillian Hirchfeld (we)	Ormond P. Hill (gm) Robert S. Ayres (bm-cm)	Bill Miller (mga-ram-cam)	Bill Miller (pm) William Goodman (ms)
LINCOLN 98,884 100,931-ABC-CZ 132,563-ABC Par. 15	Star, Zone 1 (m) 25,039		(I) (AP), INS) (J) (7¢, 35¢w, 84¢w-m-e&S) (Jann & Kelley, Inc.)	Journal-Star Printing Co. Fred Seacrest, Pres. Walter W. White, Pub.	William O. Dobler (eep) Larry A. Becker (me) Earl Dyer (ce)	Don Bryant (sp) Lynelle Greer (we) Maxine Wolf (state ed)	Fred Seacrest, Joe W. Seacrest, Walter W. White (gm) Mark T. Seacrest (cir. dir.) Jay F. Seacrest (prod. mgr.)	Dorsey G. McIntyre (ram) Ray Hitchcock (mga) John Kircher (cam)	Alex Schneider (ms)
	Journal (e) 44,961 Combined daily (me) 70,000 .27 Flat Journal-Star (S) 50,419 .25 Flat		(I) (AP, UP, CDN) (J) 7¢, 35¢w, 84¢w-m-e&S) (I) (AP, INS, CDN, UP) (J) (15¢S, 84¢w-m, e&S) (Jann & Kelley, Inc.)	Journal-Star Printing Co. Fred Seacrest, Pres. & Co-Pub. Joe W. Seacrest, Co-Pub.	Fred Seacrest (e) Joe R. Seacrest (asso. ed.) Neale Copple (ce)	Gil Savory (ne) Dale L. Griffing (Su) Dick Becker (sp) Helen Haggie (we) Hub Ogden (state ed)			
	NOTE: The Journal and Star are completely independent and competitive newspapers, the editorial and news content of the respective newspapers is furnished under contract by the State Journal Company and The Star Publishing Co. The Journal-Star Printing Co. owns, publishes the newspapers and operates the business, circulation, mechanical, distribution and other departments, officers of which are Fred Seacrest, President, Joe W. Seacrest, Vice President and Walter W. White, Secretary-Treasurer. Officers of the editorial companies are Star Publishing Co., Lee P. Loomis, President, Philip D. Adler, Vice-President, Walter W. White, Secretary and Treasurer; State Journal Company, Joe W. Seacrest, President and Treasurer, Fred Seacrest, Vice-President and Secretary.								
McCOOK 7,678 7,678-ABC-CZ	Gazette (e ex Sat.) 5,947 .08 Sunday edition (S) 5,972 .08 Flat	Flat	(I) (UP) (5¢, 30¢w) (Arthur H. Hagg & Associates)	McCook Daily Gazette H. D. Strunk, Pub.-Pres.	H. D. Strunk (e) Allen D. Strunk (me)	Liz Johnson (sp) Dennis Converse (we)	A. D. Strunk (gm) Charles Watson (cm)	Keith L. Powell (am)	L. E. "Bus" Bahl (ms)
NEBRASKA CITY 6,872 6,872-ABC-CZ	News Press, Tel.: 1234 (e ex Sat.) 5,497 .07 Sunday edition (S) 5,584 .07 Flat	Flat	(I-R) (UP) (J) (5¢, 5¢S, 35¢w-d&S) (Inland Newspaper Representatives, Inc.)	The Press Ptg. Co., Inc. J. H. Sweet, Pres.-Pub.	J. H. Sweet (eep-e) Arthur Sweet (me-ce)	Jack Andersen (sp) Dorene Doffey (we)	J. H. Sweet (gm-bm) John Buckman (cm)	Marie J. Duncan (ad-mga-ram) June Dovey (cam)	Fred Boerner (ms)
NORFOLK 12,335 11,395-ABC-CZ	News, 120 North 4th, Tel.: 20 (e) 13,761 .09	Flat	(I-R) (AP) (7¢, 35¢w) (Ward-Griffith Co., Inc.)	The Huse Pub. Co. Gene Huse, Pres. Jerry Huse, Pub.	Sterling McCaw (eep-me) Nelson Barth (ce)	Horace Gomon (ne) Nelson Barth (sp) Florence Roggenbach (we)	Fritz Asmus (gm-bm) John Goossen (cm)	Gene W. Day (ad-mga) Vern Whalen (ram)	Gene Day (pm-apm) Jerry Huse (ms)
NORTH PLATTE 15,433 17,743-ABC-CZ	Telegraph-Bulletin, 315 East 5th, Tel.: 312 (e) 10,924 .09	Flat	(I) (AP) (J) (7¢d, 35¢ w) (Arthur H. Hagg & Associates)	North Platte Pub. Co. L. A. Kelly, Pres.-Pub.	Keith Blackledge (me) Robert Agee (ce)	Russell Masters (sp) Marie Shannon (we)	C. H. Cooper (gm)	J. W. Kirkman (mga-ram) Alice Stauffer (cam)	Richard Downing (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mach. Supt.
OMAHA 251,117 317,761-ABC-CZ	World-Herald, 14th and Dodge Sts., Zone 2, Tel.: AT 0300 (m) 127,397 World-Herald (e) 120,081 Combined daily (me) 247,478 .75 Open Sunday edition (S) 257,652 .75 Open			(I) (AP, UP, INS, CT-NYN, NANA, NYT, RN) (5¢d, 15¢S, 30¢w-m or e, 45¢w-m or e&S) (O'Mara & Ormsbee, Inc.)	World Pub. Co. H. Doorly, Ch. of Bd. W. E. Christenson, Pres. Ben H. Cowdery, V.-P.	W. E. Christenson (eep-e) Frederick Ware (me) Louis Gerdes (ce)	Hugh A. Fogarty (ne) Henry Molden (nighted.) Hugo Slama (Su) Wallace B. Provost (sp) Evelyn Simpson (we)	Lyle A. Johnson (bm) Jap C. Danielson, cm-city M. F. Tynan (cm-ctry.)	Eugene B. Carrigan (ram) Harold W. Deadman (cam) George C. Graff, Jr., (mga)	Robert E. Thomas (pm) Thos. F. Gougarty (prod. mgr.)
SCOTTSBLUFF 12,858 17,570-ABC-CZ	Star-Herald (m ex Mon.) 13,458 .10 Flat Sunday edition (S) 13,556 .10 Flat			(I-R) (AP) (J) (5¢, 5¢S, 30¢w-d&S) (West-Holliday Co., Inc.)	Star-Herald Ptg. Co. Warren C. Wood, Pres.	Floyd C. Wisner (me) Carl Keith (ce)	Larry Batson (ne) Bill Madden (sp) Nellie Justis (we)	V. R. Blackledge (bm) Neal R. Wallace (cm)	Y. R. Blackledge (ad-mga) Roderick E. Legg (ram) Herbert Meeker (cam)	Dick Batt (ms)
YORK 6,178	News-Times, 612 Grant Ave., Tel.: 178 (e) 4,163 .06 Flat			(I-R) (UP) (5¢, 25¢ weekly)	News-Times Pub. Co. Oscar S. Stauffer, Pres. W. A. Stauffer, Pub.	Thomas Bourke (me-ce)	Thomas Bourke (sp) Fern Rose (we)	W. A. Stauffer (gm-bm) Antoinette Bourke (cm)	C. E. Bradwell (ad)	...

NEVADA

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mach. Supt.
CARSON CITY 3,082	Appeal (e ex Sat.) 1,762 .055 Flat			(I) (J) (UP) (7¢, 35¢w) (Western Dailies)	Neal Van Sooy, Pub.	Neal Van Sooy (e) Bob Smith (me)	Bob Smith (sp)	Olive Newton (cm)	Bill Gardner (ram) Bill Dolan (cam)	V. B. Haines (ms)
ELKO 5,393	Free Press, Fourth & Court Sts., Tel.: 123 or 923 (e ex Sat.) 2,550 .055 Flat			(I) (UP) (J) (5¢, 30¢w. $1mo) (West-Holliday Co., Inc.)	Free Press Pub. Co. Chris H. Sheerin and E. B. Steninger, Pubs.	Chris H. Sheerin (eep-e-me) Gene Evans (ce)	Gene Evans (ne-sp) Mrs. Billie Glock (we)	Chris H. Sheerin and E. B. Steninger (gm-bm)	Earl Frantzen (ad-mga-ram-cam)	E. B. Steninger (ms)
ELY 5,500	Times, 655 Aultman St., Tel.: AMherst 4-4491 (e) 2,375 .06 Flat			(I) (UP) (J) (25¢ per week) (Western Dailies)	Donald W. Reynolds, Pub.	Darwin S. Lambert (e)	Darwin S. Lambert (ne-sp)	Leah Bryan (cm)	Jay E. Steed (gm) Joe Koller (ram-mga) Leah Bryan (cam)	Jay E. Steed (ms)
LAS VEGAS 24,624 30,895-ABC-CZ 51,066-ABC Par. 15	Review-Journal (e ex Sat.) 21,259 .19 Flat Sunday edition (S) 24,201 .19 Flat			(I) (AP, CT-NYN, INS, NANA, UP) (10¢, 15¢, 50¢w, $2.20 mo)	Southwestern Pub. Co. Donald W. Reynolds, Pres.-Pub.	A. E. Cahlan (eep) John F. Cahlan (me) Chet Sobsey (ce)	Don Ashbough (Su) John Romero (sp) Jane Tucker (we)	A. E. Cahlan (mgr.dir.) N. V. Wood (cm)	John Daly (mga) W. V. Wright (ram) Joanne Swain (cam)	Alvin Schellack (ms)
	Sun, 900 So. Main St., Tel.: DU 2-6100 (m ex Sat.) 13,709 .13 Flat Sunday edition (S) 12,787 .13 Flat			(I) (AP, UP) (10d, 15¢S, $1.75mo) (Don R. Picken Co.)	Las Vegas, Sun, Inc. H. M. Greenspun, Pub.-Editor	H. M. Greenspun (e) Adam Yacenda (me) Robert Warren (ce)	Chris Schaller (sp) Sandra Mitts (we)	C. D. James (gm) Lee Guthrie (cm)	Robt. Belz (ad) Deirdre Coakley (cam)	Tony Cina (ms)
RENO 32,497 45,185-ABC-CZ 58-530-ABC-Par. 15	Nevada State Journal, 125 N. Center St. (m ex Mon.) 13,159 Gazette (e) 17,932 Combined daily (me) 31,091 .20* Flat Nevada State Journal (S) 21,303 .20* Flat Evening & Sunday (eS) 39,235 .20* Flat			(D) (UP) (R) (AP) (10¢, 15¢S, 50¢w) (West-Holliday Co., Inc.) (D) (UP)	Reno Newspapers, Inc. Charles H. Stout, Pres.	Paul A. Leonard (e-SJ) John Sanford (e-G) Frank Sullivan (me-SJ) Jos. R. Jackson (me-G) Robert Trego (ce-SJ)	Rollan Melton (sp-G) Ty Cobb (sp-SJ) Mrs. Alice Melarkey (we-SJ) Katharine Mergen (we-G)	Clarence Jones (bm) Milton Gerwin (cm)	Albert D. Conton (ad) Alvide Saumer (mga) Karl Karrasch (ram) Carl Digino (cam)	Victor Anderson (ms)
	*Sunday copy may run either Saturday or Monday in evening paper.									
WINNEMUCCA 2,847	Humboldt Star (e ex Sat.) 2,507 .055* Flat			(I) (UP) (J) (7¢, $1mo) (West-Holliday Co., Inc.)	The Humboldt Star A. D. Stitser, Pub.	...	Peter R. Jenkins (ne)	Avery D. Stitser (gm-bm) Helen Kirklin (cm)	Robert D. Stitser (ad)	...
	*.08 in combination with weekly Battle Mountain Scout, combined circulation 3,467.									

NEW HAMPSHIRE

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mach. Supt.
CLAREMONT 12,811 12,811-ABC-CZ	Eagle, 19 Sullivan St., Tel.: 1500 (e) 9,030 .09 Flat			(I) (AP) (J) (5¢, 35¢w, $1.45mo) (Julius Mathews Special Agency, Inc.)	Claremont Pub. Co. Inc. Mrs. Rhoda Shaw Clark, Pres.-Pub.	Kenneth Whipple (eep) Nelson S. Bryant (me) Charles S. Caruso (ce) Howard Swain (state e)	Charles Spencer (sp) Cynthia McKee (we)	...	William A. Field, Jr., (am) Nellie Cox (cam)	Harold Woodward (ms)
CONCORD 27,988 27,988-ABC-CZ	Monitor & New Hampshire Patriot (e) 12,496 .10 Flat			(I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Monitor-Patriot Co. James M. Langley, Pres.-Pub.	James M. Langley (eep-e) William P. Newell (me) Enoch Shenton (ce)	William P. Newell (ne) Ruel N. Colby (sp) Nyleen Morrison (we)	James M. Langley (gm-bm) Clarence E. Jesseman (cm)	Arthur F. Babineau (mga-ram) Clarence E. Jesseman (cam)	Clarence E. Jesseman (rd) Arthur F. Babineau (apm) Harold Harris (ms)
DOVER 15,874	Foster's Democrat (e) 8,200 .08 Flat			(I) (AP) (J) (Julius Mathews Special Agency, Inc.)	Geo. J. Foster & Co. Fred Foster, Pub.	Philip Foster (me) Roland Jenkins (ce)	James Aldrich (ne) Tosloph Issakson (se) Edith Waymouth (we)	Rob't. N. Foster (gm) Fred Foster (bm) Arthur Foster (cm)	Robt. H. Foster (ad) Martha Andrews (mga) Patrick Belponte (ram)	...
KEENE 15,638	Sentinel, 60 West St., Tel.: Fitzwood 2-1234 (e) 6,575 .08 Flat			(I) (AP) (7¢, $1.75mo) (Ralph R. Mulligan)	Keene Publishing Corporation J. D. Ewing, Pub. Walter C. Paine, Pres. Kenneth F. Zwicker, Asst. Pub.	Ralph W. Newell (e) Justin Gallagher (me)	Bert Rafford (sp)	J. D. Ewing (gm) Alfred Pemrick (cm)	Carlton C. Buckman (ad)	V. J. Bressett (ms)
LACONIA 14,745 14,745-ABC-CZ	Citizen, 18 Beacon, Tel.: 1040 (e) 6,200 .07 Flat			(I) (AP) (6¢, 35¢w) (Ralph R. Mulligan)	Citizen Pub. Co. Edw. J. Gallagher, Pub. Alma Gallagher Asst. Pub.	Edw. J. Gallagher (e) Ebba M. Janson (ce)	Ray Smith (sp)	Marie Ella Harel (cm)	J. Oliva Huot (ad)	Elie Levasseur (ms)
LEBANON 8,495 10,162-ABC-CZ	Valley News, P.O. Box 70, White River Jct., Vt., Tel.: Hanover 150; Lebanon 330; West Lebanon 1270 or 1271 (e) 5,861 .07 Flat			(I) (UP) (7¢, 42¢w, $1.80mo) (Ralph R. Mulligan)	Valley Publishing Corp. James D. Ewing, Pres. Walter C. Paine, Pub.	Marvin Midgette (me) Michael de Sherbinin (e)	James Wechsler (sp) Ellen S. Dewey (we)	Gerard St. Jean (cm)	George W. Browne (mga) Terry C. Dudley (cam)	William D. Quinn (ms)
MANCHESTER 82,732 82,732-ABC-CZ	Union Leader, Tel.: NAtional 5-5432 (d) 52,663 .24 Flat			(I) (AP, NANA, SHNA, UP) (7¢, 40¢w) (Story, Brooks & Finley, Inc.)	Union-Leader Corp. William Loeb, Pres.-Pub.	T. A. Dearborn (eep) Hugh R. O'Neil (e) James R. Bucknam (ce-am) Walter P. Mullen (ce-pm)	Joseph Barnea (sp) Meg Geraghty (we)	William J. Montague (gm) Robert E. Ellis (comp) George E. Connell (cm)	William J. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm) L. R. DesRuisseaux (pm)
	Sunday News (S) 42,001 .17* Flat			(I) (AP, NANA, SHNA, UP) (25¢, $1.25mo) (Story, Brooks & Finley, Inc.)	Union-Leader Corp. Wm. Loeb, Pres-Pub. B. J. McQuaid, Asso. Pub.	B. J. McQuaid (eep-e) W. R. Emerson (ce)	W. R. Emerson (ne) Leo A. Cloutier (sp) Lucile Bangs (we)	Wm. Montague (gm) George E. Connell (cm) Robert E. Ellis (com)	Wm. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm) L. R. DesRuisseaux (pm)
	*.26 in combination with Monday Morning or Evening Union Leader. Same copy in both issues.									
NASHUA 34,669 40,000-CZ	Telegraph, 60 Main St., Tel.: TU 2-2741 (e) 11,405 .10 Flat			(I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Telegraph Pub. Co. Philip McQuesten, Pres. I. R. VanAurmen, Pub.	Fred H. Dobens (e) George Boire (ce)	...	I. R. VanAurmen (gm) B. E. Annis (bm)	I. R. VanAurmen (ad) Lorette A. Richard (ram)	...

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PORTSMOUTH 18,830 29,370-ABC-CZ	Herald, 82 Congress St., Tel.: GEneva 6-1800 (e) 12,304 .12	Flat	(I) (AP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Herald Publishing Co, Inc. J. D. Hartford, Pres.-Pub.	J. D. Hartford (eep-e) Richard Bialock (me)	R. A. Brighton (ne) Robert G. Kennedy (sp) Dorothy Cunningham (we)	J. D. Hartford (gm) David A. Tober (bm) R. R. Thompson (cm dir) M. P. M. Hartford (com)	J. R. Morrissey (ad-mga-ram-cam)	J. R. Morrissey (pm-apm) Wm. E. Colwell (prod mgr.)

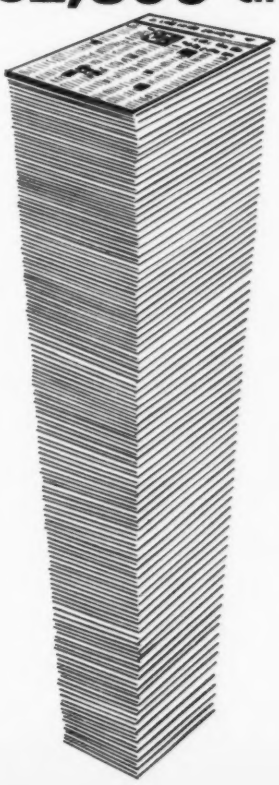
NEW JERSEY

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ASBURY PARK 17,094 66,658-ABC-CZ	Press, Press Plaza, Tel.: PRospect 4-7000 (e) 33,586 .17 Sunday edition (S) 28,991 .17	Flat Flat	(I) (AP) (5¢, 12¢S) (none)	Asbury Park Press, Inc. Wayne D. McMurray, Pres. Ernest W. Lass, Pub.	Wayne D. McMurray (e)	Thos. B. Tighe (ne)	Thos. B. Tighe (gm) Allan R. Francis (cm) Malcolm T. Swan (com)	Jos. J. Coupe (ad) M. C. Steelman (mga)	Jules L. Plangere (prod. mgr.) Richard B. Brown (ms)
ATLANTIC CITY 61,657 104,651-ABC-CZ	Press, 1900 Atlantic Ave., Tel.: 5-1111 (m) 43,659 .22 Press (S) 28,633 .20	Flat Flat	(I) (AP) (5¢, 10¢S, 40¢w) (Gallagher-DeLisser Inc.)	Atlantic City Press Rolland L. Adams, Pres. John S. Adams, Pub.	Samuel Winett (eep) Stanley Fink (e) Joseph Walker (ce)	Paul Learn (Su) Henry Gruhler (sp) Elizabeth Gore (we)	Monroe L. Mendelsohn (gm) MacDonald Rice (cm)	Neill Mitchell (ad) Howard T. Ashman (ram) Ralph Girard (cam)	Donald L. Baker (ms)
BAYONNE 77,203 77,203-ABC-CZ	Times (e ex Sat.) 15,460 .11 Saturday edition (Sat.) 14,380 .11	Flat Flat	(I) (UP) (5¢, 35¢w, $1.25mo) (Bogner & Martin)	Evening Times Ptg. & Pub. Co., Inc. Herman Lazarus, Jr., Pres. & Pub.	Herman Lazarus, Jr. (e) Robert N. Caldwell (me) Al. Davies (ce)	Morris L. Rosenberg (sp) Patricia S. Mertz (we)	Herman Lazarus, Jr. (gm) Martin A. Miner (cm) Eve Facter (com)	Herman Ulrich (mga) Michael Balint (ram) Robert W. Stevenson (cam)	.....
BRIDGETON 18,378 21,139-ABC-CZ 22,974-ABC Par. 15	News, 74 E. Commerce St., Tel.: 9-1000 (e) 10,486 .09	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Evening News Co. Reba T. Schofield, Pres. John T. Schofield, Vice Pres.	Ralph A. Brandt (eep-me) J. Meade Landis (ce)	Henry Quinton (sp) L. A. Taylor (we)	John T. Schofield (gm) W. R. Wilson (bm) Jos. Lawrence (cm)	John T. Schofield (ad) Edwin J. Schofield (ram) Edwin J. Schofield (cam) Benj. Poneman (mga)	Edwin J. Schofield (pm) Wm. B. Hoyer (ms)
CAMDEN 124,555 232,448-ABC-CZ	Courier-Post, Zone 1, Tel.: N. J.-Woodlawn 3-6000; Phila.-Walnut 2-5742 (e ex Sat.) 75,601 .35 Saturday edition (Sat.) 70,176 .35	Flat Flat	(I) (UP, INS, RN) (7¢, 42¢w) (Geo. A. McDevitt Co., Inc.)	Camden Newspapers, Inc. Mrs. Harold A. Stretch Pres.-Pub.	Jane A. Stretch (e) James M. O'Neill (exec. e-me) C. Allen Van Fossen (ce) Samuel N. Laird (e-ep)	James M. O'Neill (ne) Thomas H. Ryan (sp) Hilda Shivers (we)	Wm. A. Stretch (gm) Neal E. Dyer (bm) Clement W. Kozak (cm) Leroy P. Evans (com)	Maurice L. Platt (ad) John W. Burk (mga) Harold A. Stretch, Jr. (ram) Herman Trasmondi (cam)	Virginia W. Wilton (pm) Neal E. Dyer (ms)
CLIFTON 64,511	Sunday Eagle, c/o 1 William St., Passaic, N. J., Tel.: ARmory 4-7979 (S) 6,600 .10	NO	(I) (UP) (J) (5¢)	Matzner Publications Joseph Matzner, Pub. Joseph G. Donovan (assoc. pub.) Harold Matzner (assoc. pub.)	Donald G. McCardle (ce)	Donald G. McCardle (sp)	Joseph G. Donovan (gm)	Harry Gordon (ad)	Edward Deptula (ms)
~~CLIFTON~~	See also Passaic.								
ELIZABETH 112,817 229,186-ABC-CZ 254,526-ABC-Par. 15	Journal, 295 No. Broad, Zone 3, Tel.: EL-45000 (e) 52,646 .28	Flat	(I) (AP, INS, RN) (5¢, 36¢w, $1.50mo) (Ward-Griffith Co., Inc.)	Elizabeth Daily Journal Robert C. Crane, Pub - Pres. Harry P. Frank, Asst. Pub.	John J. Hall (eep) Robert C. Crane (e) Valentine A. Fallon (exec. e) Donald K. Wylie (asst exec. e-ce)	Milton Farb (sp)	Harry P. Frank (gm) Warren L. Good (cm)	John B. Lake (ad) F. L. Umber (mga) John L. Tilson (ram)	John B. Lake (pm) Myron A. Pier (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

1957

52,800 Circulation



1956 — 50,281

1955 — 49,008

1954 — 48,175

1953 — 46,140

1952 — 44,369

1951 — 42,683

1950 — 39,300

1949 — 38,484

1948 — 38,261

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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HACKENSACK 29,219 225,963-ABC-CZ 292,158-ABC-Par. 15	Bergen Evening Record, 150 River St., Tel.: Gil. 4-0800, HU 2-8000, Wisc. 7-8330 (e) ⓒ 74,087 .30 .27		(I) (AP, INS) (5¢, 33¢w (Ward-Griffith Co., Inc.)	Bergen Evening Record Corp. Donald G. Borg, Prcs. Pub.	William A. Caldwell (eep) Donald G Borg (e) Rossman H. Wynkoop (me) Kenneth L. Demarest (ce)	Al Del Greco (sp) Nancy Smith (we)	Russell L. Binder (bm) Edw. L. Bennett (cm) Kenneth L. Doty (com)	Thomas N. Prime (ad) Russell L. Binder (mga) Morris Krever (ram) Earle I. DuBois (cam)	Leonard Goldblatt (pm) Charles T. Shoemaker (ms)
JERSEY CITY 299,017 591,822-ABC-CZ	Jersey Journal, Zone 6 (e ex Sat.) ⓒ 94,206 .36 Flat Saturday edition (Sat.) ⓒ 81,959 .36 Flat		(I) (INS, UP) (5¢, 30¢w) (Moloney, Regan & Schmitt)	The Evening Journal Assn. S. I. Newhouse, Pres.	Paul A. Tierney (e)	Jack Powers (sp) Lois J. Fegan (we)	Ed Gluntz (cm)	Fred A. Stickel (ad) Ralph Merante (mga) Aaron A. Zucker (cam)	John I. Horton (ms)
LAKEWOOD 9,970	Times, 121 Second St., Tel.: LA 6-0230 (e) 3,240 .06 Flat		(I) (AP) (J) (5¢d, 35¢w) (Gallagher-De-Lisser, Inc.)	Ocean County Pub. Co. George J. Peterson, Pres.	Sam A. Christopher (e)		George J. Peterson (bm)	Harold J. Loeffler (ad)	Bert Skidmore (ms)
LONG BRANCH 23,090 34,223-ABC-CZ	Record, 192 Broadway, Tel.: CApitol 2-1000 (e) ⓒ 11,489 .15 .14		(I) (AP) (J) (5¢, 30¢w, $1.20mo) (Bogner & Martin)	Monmouth County Pub. Co., Inc. Herman J. Obermayer, Pres.-Pub.	Herman J. Obermayer (eep-e) R. Barry Kamm (me) Dorothy Grosser (ce)	Charles H. Johnson (sp) Ann B. Scott (we)	Herman J. Obermayer (gm) Frank J. Tokanos (cm) Raymond W. Stelling (com)	Paul P. Ridner (ad) Bruce McGaffey (cam)	Howard G. Noble (ms)
MILLVILLE 16,041 16,041-ABC-CZ	Republican, 129 E. Main, Tel.: TA 5-3456 (e) ⓒ 5,479 .07 Flat		(I-R) (AP) (J) (5¢, 30¢w) (Howland & Howland, Inc. and Robert Hitchings)	Millville Pub. Co. Carl H. Johnson, Pub.	David T. Gifford (me)		Carl H. Johnson, Jr. (cm)	Paul L. Shaw (ad)	
MORRISTOWN 17,124 31,019-ABC-CZ	Record, 55 Park Place, Tel.: JE 8-2000 (e) ⓒ 14,214 .11 .10		(I-R) (AP) (J) (5¢) $1.65mo) (Burke, Kuipers & Mahoney, Inc.)	Daily Record Norman B. Tomlinson, Pub.	Norman B. Tomlinson (eep) Norman B. Tomlinson, Jr. (e-me)	Herb Thorpe (ne) John Brodhead (sp) Bette Dempster (we)	N. B. Tomlinson, Jr. (gm)	Frank J. Byrne (ad) George E. Hart (ram) Mrs. Virginia Cardozo (mga) David Adringer (cam)	Ernest Gordon (ms)
NEWARK 438,776 1,043,759-ABC-CZ	News, 215-221 Market St., Zone 1, Tel.: MArket 4-1000 (e ex Sat.) ⓒ 281,356 .78 Flat Saturday edition (Sat.) ⓒ 219,381 .78 Flat Sunday edition (S) ⓒ 329,135 .61 Flat		(I) (AP, UP, INS) (*S) (5¢, 12¢S, 42¢w, $1.68mo) (O'Mara & Ormsbee, Inc.)	Evening News Pub. Co. Edward W. Scudder, Jr. Pres. Richard B. Scudder, Pub.	Lloyd M. Felmly (e-me) Henry G. Coit (ce)	A. D. Walling (ne) John J. Farrell (Su) Leonard Elliott (sp) Robert T. Taylor (we)	Benjamin J. Foley (gm) Jere C. Healy (cm) Edward D. Sugrue (com)	James A. Doyle (ad) Andrew J. Flanagan (mga) James P. Sweeney (cam)	T. D. Kenney (pm)
	Star-Ledger, 217 Halsey St., Zone 1, Tel.: MI 2-5900 (m) ⓒ 220,558 .51 Flat Sunday edition (S) ⓒ 356,539 .56 Flat		(I) (AP, CDN, UP, INS) (*S) (5¢, 10¢S, 30w-d, 40¢w-d&S, $1.60 mo) (Moloney, Regan & Schmitt, Inc.)	Star Ledger Co. S. I. Newhouse, Pres.-Pub. George P. Slockbower, Assoc.-Pub.	Philip Hochstein (e) Mort Pye (assoc. e) Joseph P. Dietz (exec. e) Dean R. McCollough (se)	Richard Strong (ne) Stanley Woodward (sp)	Wm. H. Dempsey (circ. dir.) Joe L. Youngblood (cm)	Jas. S. Wear (ad) Martin J. Weir (mga) James E. Ewing (cam)	Fred Jablons (pm) Dale Douglas (ms)
NEW BRUNSWICK 38,811 70,973-ABC-CZ	Daily Home News (e) ⓒ 37,854 .20 Flat Sunday Home News (S) ⓒ 32,476 .20 Flat		(I) (AP) (5¢, 10¢S, 35¢w-d) (Richard S Kain)	Home News Pub. Co. Hugh N. Boyd, Pres.-Pub.	Alexander M. Jones (eep) John K. Quad (exec.-e) H. Rodney Luery (me) H. Wesley Bogle (ce)	Leon A. Carpenter (Su) Alfred K. Miller (sp) Mrs. Viola W. Jennings (we)	Richard N. Sheble (bm) W. Melvin Ellis (cm) James J. Castles (com)	Walter P. Nelson (ram) Richard S. Kain (mga) John J. McDonald (cam)	John V. Donnelly (pm)
PASSAIC-CLIFTON 57,702—Passaic 64,511—Clifton 230,768-ABC-CZ	Herald-News, Main & Highland Avenues, Passaic-Clifton, N.J., Tel.: PRescott 7-6000 (e) ⓒ 64,666 .27 Flat		(R) (AP, UP, CDN) (5¢, 30¢w) (James J. Todd)	Passaic Daily News Co. Dow H. Drukker, Pub.-Ch. Bd. Richard Drukker, Pres.	Allen W. Smith (exec. e) Arthur G. McMahon (ce)	Joseph E. Lovas (sp) Mrs. Ellen W. Moser (we)	Harry B. Adsit (mgr) Merritt E. Ierley (cm)	Wm. J. Hay (mga) Leon Kondell (ram) Linton Buck (cam)	Robert J. Curley (pm) Charles Seaquist (prod. mgr)
	~~Sunday Eagle, 1 William St., Tel.: GRegory 3-5000~~ ~~(S) 7,500 .14 .10~~		~~(I) (UP) (J) (5¢) (none)~~	Matzner Publications Joseph Matzner, Pub. Joseph G. Donovan, Assoc. Pub. Harold Matzner, Assoc. Pub.	Donald G. McCardle (ce)	Donald G. McCardle (sp)	Joseph G. Donovan (gm)	Harry Gordon (ad)	Edward Deptula (ms)
PATERSON 139,336 139,336-ABC-CZ	Call, 33 Church St., Tel.: AR 4-6060 (m) ⓒ 37,349 .22 .16		(I) (UP, INS) (J) (5¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney)	The Call Ptg. & Pub. Co. Henry A. Williams, 3rd, Pres.-Pub.	Henry A. Williams (exec.-e) Noah Krieger (me) John Flynn (ce)	Robert Whiting (sp) Helen Galbreath (we)	Rudolph Rosenkopf (bm-comp.) Anthony Jacene (cm)	Joseph B. Davies (ad) H. C. Sallee (cam)	Wm. B. Simonson (apm)
	News, 143 Ellison St., Zone 1, Tel.: ARmory 4-2000 (e) ⓒ 46,933 .25 .20		(I) (AP, UP) (5¢, 32¢w $1.50mo) (Story, Brooks & Finley, Inc.)	News Ptg. Co. Harry B. Haines, Pres. Pub.	Harry B. Haines (eep) Abe J. Greene (asso-e-me) Robert Stakesing (ce)	James R. Cahill (ne) Joseph Gootter (sp) Mrs. Elaine Stelzenmueller (we)	Edward B. Haines (gm-bm) Thomas Dunkley (cm)	Edward B. Haines (ad-ram) James Stephens (cam)	Edward B. Haines (pm-apm) John Stephan (ms)
	~~Sunday Eagle, c/o 1 William St., Passaic, N. J., Tel.: ARmory 4-7979~~ ~~(S) 17,900 .16 .12~~		(I) (UP) (J) (5¢) (none)	Matzner Publications Joseph Matzner, Pub. Harold Matzner, Assoc. Pub.	Joseph G. Donovan (e)	Donald G. McCardle (sp)	Joseph G. Donovan (gm)	Harry Gordon (ad)	Edward Deptula (ms)
PERTH AMBOY 41,330 140,821-ABC-CZ	News (e) ⓒ 32,729 .19 Flat		(I) (AP) (5¢, 30¢w) (George A. McDevitt Co., Inc.)	The Perth Amboy Evening News Co. John J. McDonnell, Pres.	John J. McDonnell (eep) Jacob W. Perlin (ce)	J. W. Perlin (ne) Lorne T. Ayres (sp)	John J. McDonnell (gm) George Rooke (cm)	E. G. Alexander (ad) George Montgomery (cam)	
PLAINFIELD 42,366 89,376-ABC-CZ 115,945-ABC Par. 15	Courier-News (e) ⓒ 34,618 .16 Flat		(I-R) (AP, AP Wire Photo Service)(J. P. McKinney & Son)	Plainfield-Courier-News Co. Frank E. Gannett, Pres.	Henry J. Leader (e) Eugene F. Hampson (ce)	Milton Marcus (te) Don Murray (sp)	A. Wallace Zimmerman (gm) Harvey L. Benner (bm) Robert J. Stuver (cd)	Gerald E. Schmechel (ad) Mrs. Louise Dore (cam) Domenic Didoardo (ram)	Frank J. Frisch (ms)
TRENTON 128,009 200,446-ABC-CZ	Times, Zone 5 (e ex Sat.) ⓒ 64,452 .28 Flat Times-Advertiser (S) ⓒ 64,849 .28 Flat		(I) (AP, UP, CDN, INS) (J) (ROP-1) (5¢, 10¢S) Geo. A. McDevitt Co.)	Trenton Times Corp. Mrs. James Kerney, Pres.-Pub.	James Kerney, Jr. (eep-e) Fred Burgner (me) B. Kirk Ringkamp (ce)	Karl G. Hastedt (Su) W. Russell Thomas (sp) Thelma Thomas (we)	Thomas L. Kerney (gm) John E. Kerney (bm) Alexander Wink (cm)	James J. Dougherty (ad) John H. Clark (cam)	
	Trentonian, 306 E. Front St., Zone 10, Export 2-3401 (m) ⓒ 35,048 .20 Flat		(I) (UP) (5¢, 30¢w) (Ralph R. Mulligan)	Goodrich Pub. Co. Edmund Goodrich, Pres.-Pub.	Edmund Goodrich (e) J. W. Hoffman (exec. ed-eep) Joseph P. Henry (me)	J. Willard Hoffman (e) Florence N. Block (we)	Julian J. Tenaglia (bm) Edward Hoffman (cm)	Ferd W. Spor (ad-mga-ram) Mrs. Lee Van Riper (cam)	
UNION CITY 55,537 224,250-ABC-CZ	Hudson Dispatch, 400-404 38th Street, Tel.: UN 3-2000 (m) ⓒ 58,648 .20 Flat		(I-D) (AP) (J) (5¢, 35¢w, $1.25mo) (Bogner & Martin)	Hudson Dispatch William Rubel, Pres.-Pub.	John Mitchell (eep-e) A. Bruce Cook (me) Francis R. Oliver (ce)	Lud Shahbazian (sp) Mrs. Lillian Dennegar (we)	William Rubel (gm) Lloyd J. Whitford (bm) Thomas Meegan (cm)	Bertram J. Kersen (ad) Frederick DeKovessey (ram) Mrs. Dorothy R. Young (mga) Alan Freedman (cam)	George Miller (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
VINELAND 29,573* 29,573-ABC-CZ	Times-Journal, 7 S. 7th St., Tel.: VI 7-5000 (e) ⓒ 12,421 .10	Flat	(I) (AP) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Felker-Mahony, Inc.)	Vineland Times Pub. Co. A. M. Bass, Pres.-Pub.	Ralph C. Squillace (e-me) Delbert Brandt (ce)	Tom Flynn (sp) Cicely Sturges (we)	Ben Z. Leuchter (gm) C. P. Leuchter (bm) Lewis Gorsuch (cm)	A. M. Bass (ad-mga) Clark Nelson (rma) Dorothy Worthington (cam)	Joel C. Leuchter (pm) Wilfred Boisvert (ms)
*Consolidated Borough of Vineland and Township of Landis.									
WOODBURY 10,931	Times, 47 Cooper St., Tilden 5-3300 (e) 11,863 .08	Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.00mo) (Gallagher-DeLisser, Inc.)	Woodbury Daily Times Co. (a partnership)	Harry F. Wilson (e) F. S. Yeiter (ce)		Harry E. Wilson (gm-mgr)		

NEW MEXICO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMOGORDO 18,970	News, 901 Maryland, Tel.: 400 (e) 5,801 .08 (S) 5,801 .08	Flat	(D) (AP) (J) (Inland News Paper Representatives)	Alamogordo Daily News Billie Holder, Pub.	Arlynn Bruer (me)	Virginia Chappell (we)	Billie Holder (gm) Aubrey L. Dunn (bm)	Cliff Keim (ad)	Ed Webb (ms)
ALBUQUERQUE 96,815 135,522-ABC-CZ	Journal (m) ⓒ 42,386 .20 Sunday edition (S) ⓒ 57,303 .26	Flat Flat	(I) (AP, INS) (7¢, 15¢S, 40¢w) (Reynolds-Fitzgerald, Inc.)	Journal Pub. Co. C. Thompson Lang, Pres.	H. P. Pickrell (eep-e) R. A. Brown (me) Bill Hesch (ce)	G. M. Hunsley (ne) J. D. Kailer (sp) Sigrid Holien (we)	D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramczyk (mga) J. D. Burrows (cam)	M. A. Bolles (apm) C. H. Eklund (ms)
	Tribune (e) ⓒ 28,088 .17 Combined daily (me) ⓒ 70,474 .31	Flat Flat	(I) (AP, SHNA, UP, INS) (7¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	New Mexico State Tribune Co.	Dan Burrows (eep-e) George Baldwin (me) Ralph Looney (ce)	George Baldwin (ne) Carlos Salazar (sp) Vera Napier (we)	D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramczyk (mga) J. D. Burrows (cam)	C. H. Eklund (ms)
ARTESIA 8,244	Press, 503 W. Main, Tel.: SHerwood 6-3524 (e ex Sat.) 3,318 .07 Sunday edition (S) 3,307 .07	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (Texas Daily Press League)	Southern New Mexico Newspapers, Inc. Graham M. Dean, Pres. James K. Green, V.P.-Pub.	Robin Tibbets (e)	Maurine Mathis (we)	Harry W. Kelley (cm)	Art Statt (ad) Lena Riddle (cam)	Milton Houston (ms)
CARLSBAD 17,975	Current-Argus, Main and Mermod, Tel.: TUxedo 5-6100 (e ex Sat.) 8,692 .08 Sunday edition (S) 8,692 .08	Flat Flat	(D) (AP) (UP) (5¢, 10¢S, 30¢d&S) (Texas Daily Press League, Inc.)	Current-Argus Pub. Co. Floyd B. Rigdon, Pres.-Pub.	Jeter Bryan (e)	Jerry Durbin (sp) Lillian Bryan (we)	F. B. Rigdon (gm) Virginia Rigdon (bm) Charles Proctor (cm)	W. E. Colvert (ad) Betty Ingle (cam)	W. E. Colvert (apm) Dallas I. Clark (ms)
CLOVIS 17,318-ABC-CZ 25,963 Pub. Est. 1957	News-Journal, 68 Pile, Tel.: PO 3-3431 (e ex Sat.) ⓒ 7,765 .09 Sunday edition (S) ⓒ 7,789 .09	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w-d&S, $1.30mo) (Texas Daily Press League, Inc.)	Clovis News-Journal Charles H. Fischer, Pub.	R. C. Hoiles (eep) Charles Stanfield (me)	Charles Stanfield (ne) Mike Hill (sp) Carolyn Curd (we)	Charles H. Fischer (gm-bm) Jim Teeters (cm)	Robert E. Lea (ad) N. Douglass Turney (cam)	Charles H. Fischer (pm) Robert E. Lea (apm) Roy Dickey (ms)
FARMINGTON 3,637 15,115 (Spec. U.S. '56 census)	Times, Allen & Arrington Sts., Tel.: DAvis 5-2821 (e ex Sat.) ⓒ 6,793 .085 Sunday edition (S) ⓒ 6,788 .085	Flat Flat	(I) (UP) (10¢d, 15¢S, 45¢w, $1.90mo) (none)	New Mexico Newspapers, Inc. Lincoln O'Brien, Pres.-Pub.	Bob White (eep) Lincoln O'Brien (e) Bern Gantner (me) Valda Cooper (ce)	Bill Prime (ne) John Paul Smith (sp) Mildred Stout (we)	Charles T. Patten (bm) Lee Baker (cm) Clarence Dollahan (com)	Bill Neal (ad) Charles T. Patten (mga) Elaine Steele (cam)	R. H. Coslett (ms)
GALLUP 9,133 10,322-ABC-CZ 10,915-ABC Par. 15	Independent, 203 S. Third, Tel.: UNion 3-4455 (e ex Sat.) ⓒ 3,136 .07 Sunday edition (S) ⓒ 3,228 .07	Flat Flat	(I) (UP) (7¢d, 35¢w, $1.50mo) (Inland Newspaper Representatives, Inc.)	Gallup Independent Newspaper, Inc. Lincoln O'Brien, Pres. Wallace Leach, Pub.	Ernest T. Mills (e)	Leyla Beaver (we)	Wallace Leslie (cm)	Norman Taylor (mga) Helen Mills (cam)	
HOBBS 13,875	News & Sun (e ex Sat.) 9,696 .08 Sunday edition (S) 10,357 .08	Flat Flat	(I-D) (AP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.30mo) (Shannon & Assoc.)	Sun Pub. Corp. Thomas B. Shearman, Pres. Robt. L. Summers, Pub.	Robt. McGrath (eep-e-ce) Robt. L. Summers (me)	Robt. McGrath (ne) Raymond Waters (Su) Art Gatts (sp) Kathryn Morris (we)	Robert L. Summers (gm) M. L. Barnard (bm) Charles Heckert (cm)	Bob Perkins (ad) Mozelle Barnard (cam)	R. M. White (ms)
LAS CRUCES 12,325 12,325-ABC-CZ	Sun-News, 241 North Water, Tel.: JA 6-6626 (e ex Sat.) ⓒ 4,382 .07 Sunday edition (S) ⓒ 4,671 .07	Flat Flat	(I) (AP) (5¢, 5¢S, 25¢w-d&S, $1mo) (Inland Newspaper Representatives, Inc.)	The Sunshine Press, Inc. Jas. H. Skewes, Pres. Orville E. Priestley, Pub.	Orville E. Priestley (eep-e) Chester Seltzer (ce)	Chester Seltzer (ne) Mrs. Ruth Harwell (we)	Roy Bean (cm)	Jim D. Hardy (am)	Joe LaPoint (pm-apm) Paul Avey (ms)
LAS VEGAS 13,763	Daily Optic, 612 Lincoln (e) 3,045 .07	Flat	(I) (UP) (J) (7¢, 35¢w, $1.50mo) (Arthur Hagg & Assoc.)	Las Vegas Pub. Co., Inc. T. R. Wright, Pres. L. R. Finch Secy-Treas.	T. R. Wright (eep) Walter Vivian (e) Jack Cole (ce)	Walter Vivian (ne) Audrey Simpson (we)	Manuel Maese (cm)	L. R. Finch (ad) M. A. Maese (cm)	R. Bluemer (ms)
LOVINGTON 3,134 13,500-CZ-Loc. Est.	Leader, 18 W. Ave. B, Tel.: 3421 (m) 3,012 .06	Flat	(I) (UP)	Mrs. Agnes Kastner Head, Pub.	Mrs. Agnes Kastner Head (e) Ellis Finch (ce)	Leona Sparks (we)	Mrs. Ben Graham (cm)	Rena Hyman (am)	Ken Stahnke (ms)
PORTALES 6,112 6,112-ABC-CZ 10,096-ABC-Par. 15	News-Tribune (e ex Sat.) ⓒ 4,040 .07 Sunday edition (S) ⓒ 4,072 .07	Flat Flat	(I-D) (AP) (5¢, 10¢S, 25¢w-d&S) (Texas Daily Press League, Inc.)	Portales Daily News-Tribune G. K. Greaves and M. M. Stinnett, Co-Pubs.	Gordon K. Greaves (e)	Terry Brown (sp) Georgiana Cooper (we)	M. M. Stinnett (bm-cm)	Porter Stratton (ram)	Jas. M. Warnica (ms)
RATON 8,241	Range, 208 S. Third, Tel.: 89 or 90 (e) 3,967 .05	Flat	(I) (AP) (J) (5¢, $1.00mo) (West-Holliday Co., Inc.)	Frank Pfeiffer, Pub.	Jim Colegrove (e)	Dorothy Meng (we)	Frank Pfeiffer (gm-bm) Thelma Groves (cm)	Frank Pfeiffer (mga) Kay Pfeiffer (ram) Thelma Groves (cam)	Kay Pfeiffer (apm) V. J. Cox (ms)
ROSWELL 25,738 25,738-ABC-CZ 33,615-ABC-Par. 15	Record, 424 N. Main, Tel.: MA 2-7710 (e ex Sat.) ⓒ 10,401 .09 Sunday edition (S) ⓒ 10,368 .09	Flat Flat	(I) (AP) (5¢, 10¢S, $1.25mo) (Inland Newspaper Representatives, Inc.)	Record Pub. Co. Thomas B. Shearman, Pres. Robert H. Beck, Pub.	Albert Stubbs (me)	Edward Konstant (sp) Kay Reynolds (we)	Lynn W. Croissant (bm) R. M. Higginbotham (cm)	Leo E. Cox (ram)	H. R. Bear (ms)
SANTA FE 27,998 27,998-ABC-CZ	New Mexican (e ex Sat.) ⓒ 12,117 .125 Sunday edition (S) ⓒ 12,644 .125	Flat Flat	(I) (AP, INS) (7¢, 15¢S, $1.65mo) (West-Holliday Co., Inc.)	The New Mexican, Inc. Robt. McKinney, Pres.-Pub. Emory J. Bahr (exec. ed.)	Robert McKinney (e) Loyd Hackler (ce)	Tony Hillerman (ne) Mike Steinel (sp) Ann D. Clark (we)	Emory J. Bahr (gm) Kenneth Evans (cm)	George Mouchette (ad)	Emory J. Bahr (pm-ms)
SILVER CITY 7,022	Press & Independent, 300 Market St., Tel.: 25 or 443 (e) 4,890 .06	Flat	(I) (AP) (J) (5¢w, 25¢w)	Silver City Daily Press & Independent Pub. Clyde E. Ely, Pres.-Pub.	Clyde E. Ely (eep) Jack Kroenkhe (e, ce)	Mildred Turner (we)		Wm. F. Ely (ad)	Gail Bowen (ms)
TUCUMCARI 6,419	News, P.O. Box 247, Tel.: 1400 (e ex Sat. & Mon.) 4,027 .07 Sunday edition (S) 4,027 .07	Flat Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives)	Robinson Pub. Co., Inc. Claude W. Robinson, Pres.-Pub.	J. E. Price (e)	Pauline D. Sartain (we)	Jesse Branchau (bm)	F. John Hinckley (mga)	

NEW YORK

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 134,995 148,304-ABC-CZ	Knickerbocker News, 18-22 Beaver St., Zone 1, Tel.: 4-7111 (e) ⓒ 53,179 .26	Flat	(I-R) (AP) (UP) (7¢, 40¢w) (J. P. McKinney & Son and Robt. S. Farley (financial)	The Press Co., Inc. Frank E. Tripp, Pres. Gerald H. Salisbury, Pub.	David H. Beetle (e) Robert G. Fichenberg (me) Duane La Fleche (e)	Charles Young (sp) Rhoda Hathaway (we)	Gerald H. Salisbury (gm) Richard C. Taylor (bm) Charles J. Latus (cm)	Herman Moecker (mga) George C. Frank (ram) William L. Graves (cam)	James J. Morris (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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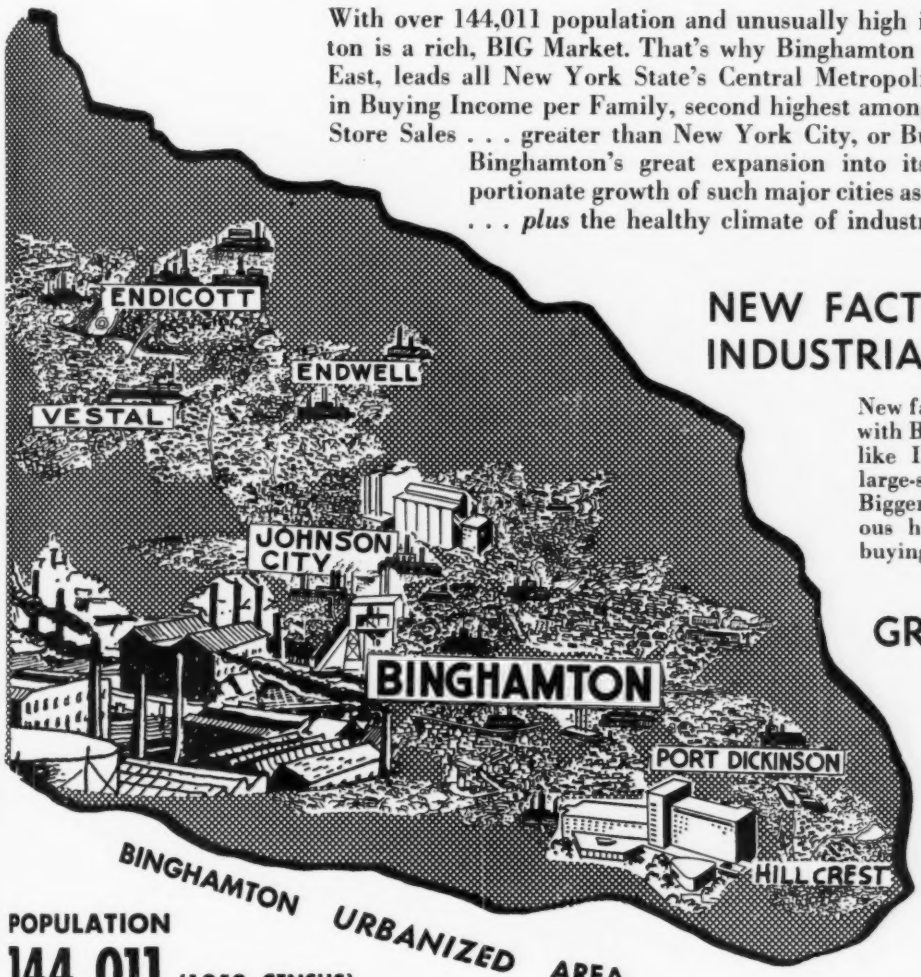
ALBANY —Continued	Times-Union, 24 Sheridan Ave., Zone 7, Tel.: 3-3131 (m) 62,318 Sunday edition (S) 119,768 Morning and Sunday (mS) 182,086	.26 Flat .40 Flat .52 Flat	(I) (AP, INS) (*S) (7¢, 20¢S, 60¢w-d&S) (Hearst Advertising Service)	The Hearst Corp., Albany T.-U Div. Gene Robb, Pub.	A. J. Bearup (me) Barnett Fowler (ce)	E. J. W. Nowinski (ne) Jack Leary (Su) Richard J. Walsh (sp) Jean Myers (we)	H. P. Haas (bm) M. D. Bohen (cm)	Mark F. Collins (ad) A. M. Monaco (asst. am) William J. Meehan (mga) E. Perren Hayes (cam)	Barnett Fowler (pm) Floyd Laurenty (prod. dir.)
AMSTERDAM 32,240 32,240-ABC-CZ	Recorder, 12-16 Railroad St., Tel.: Victor 3-1100 (e) 12,783	.10 Flat	(I-R) (AP) (J) (7¢, 40¢ (none)	Wm. J. Kline &Son, Inc. Gardiner Kline, Pres.-Pub.	Robert W. Stanley (eep-me) Stanley Silvernail (ce)	Robert Wischmeyer (sp) Mildred Wilkins((we)	W. B. LeFavour (gm-bm) J. A. Blanchfield (cm) Henry Ley (com)	Harold Frank (ad) Laura Rogers (mga) Theresa Ostrowski (cam)	
AUBURN 36,722	Citizen-Advertiser, 34-36 Dill St., Tel.: 3-6211 (e) 11,565	.10 Flat	(I-D) (AP, UP) (6¢, 36¢w, $1.56mo) (Julius Mathews Special Agency, Inc.)	Auburn Pub. Co. Charles D. Osborne, Pres.-Pub.	Charles J. Wellner (e) William O. Dapping (me)			Alfred G. Patrick (ad)	
BATAVIA 17,799 17,799-ABC-CZ	News, 19-25 Jackson St., Tel.: 58 (e) 12,165	.11 Flat	(I-R) (AP) (7¢, 45¢w) (C. E. Cutting, 273 Summit Ave., Buffalo 14, N. Y.)	Griswold & McWain, (Inc. Evelyn H. Griswold, Pres. Milton R. Miller, Pub. Robert H. Nagel, Asst. Pub.	John H. Connor (eep) Milton R. Miller (e) Jeremiah E. Brown (me) Leo F. Decker (ce)	M. Paul Bostwick (sp) Francis H. Fiske (we)	Harry L. Trietley (bm)	A. J. McWain (cam)	
BATH 5,416 5,416-ABC-CZ	Steuben Advocate, 56 Liberty St., Tel.: PRospect 6-2121 (e) 1,946 *Sold only in combination with Hornell Tribune.	.11* Flat	(D) (UP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Steuben Advocate, Inc. Louis Buisch, Pres.-Pub.	Merritt M. Landon (eep-e-me) T. S. Denham (ce)	T. S. Denham (ne-sp) Helena L'Hommedieu (we)	Clarence Roberts (gm-bm) Leroy Welch (cm)	Clarence Roberts (ad-mga)	Clarence S. Roberts (pm-apm) Frederick Simons (ms)
BEACON	News*—See Newburgh News. *Beacon News and Newburgh News sold in combination only.								
BINGHAMTON 80,674 141,800-ABC-CZ	Press, 19 Chenango St., Tel.: 2-3411 (e) 65,169 Sunday edition (S) 66,931	.22 Flat .22 Flat	(I) (AP, UP, CDN) (5¢, 20¢S, 50¢w-d&S, $2.10mo-d&S) (J. P. McKinney & Son)	Binghamton Press Co. Inc.	Fred W. Stein (eep-e-me) Erwin C. Cronk (ce)	Merle A. Jones (ne) Kimball Davis (Su) John W. Fox (sp) Patricia Hogarbome (we)	A. B. Engelbert (gm) H. W. Cockerill (cm)	J. J. Burnett (ad) J. Fred Jones (mga) R. L. Sturdevant (ram) Howard L. Meaker (cam)	Dorrence F. Smith (pm)
	Sun, 64 Henry St., Tel.: Binghamton 4-4311 (m) 31,244	.16 Flat	(R) (AP) (5¢, 30¢w, $1.35mo) (Bogner & Martin)	The Morning Sun, Inc. William H. Hill, Pres.-Pub.	Walter J. Lyon (me) Charles W. Voorhis (ce)	Marvin J. Behr (sp)	William H. Hill (gm) H. M. Ayres (bm) Arket Lewis (cm)	A. W. Poulter (ad-mga-ram) R. O'Brien (cam)	Frank A. Mangan (ms)
BUFFALO 580,132 755,948-ABC-CZ	Courier-Express, Zone 5 (m) 175,494 Sunday edition (S) 313,981	.45 Flat .80 Flat	(I) (AP, UP, INS, CT-NYN, NYT) (*S) (5¢, 20¢S, 30¢w, 50¢ w-d&S, $1.30mo-d, 86¢mo-S, $2.16 mo-d&S) (Scolaro, Meeker & Scott, Doyle & Hawley (Pacific Coast), McAskill & Herman, Inc. (Florida)	Courier Express, Inc. Wm. J. Conners, III, Pres.-Pub. Frank J. Clancy, Ch. Bd. Howard Clothier, Treas.	Carroll McPherson (eep) Cy King (exec. e) Leonard G. Feldmann (me) James Schrader (ce)	Albert J. Duffy (ne) Lawrence C. Smith (Su) Michael J. Kanaley (sp)	A. Gordon Bennett (gm) Raymond G. Urban (bm) Howard W. Bishop (cm)	J. F. Clement (ad) Frank J. Butler (mga) P. D. Crawford (cam)	James C. Kennedy (pm) E. J. Fitzmorris (apm & rd) Joseph H. Meyer (ms)
	News, 214-218 Main St., Zone 5, Tel.: Mohawk 3333 (e) 299,506	.80 Flat	(I-R) (AP, CDN, RN, INS, NANA, NYHT, UP) (5¢, 30¢w, $1.25mo) (Kelly-Smith Co.)	Buffalo Evening News, Inc. Mrs. Edward H. Butler Pres. James H. Righter Pub. Alfred H. Kirchhofer, Exec. Vice-Pres.	M. C. Browne (e-eep) Alfred H. Kirchhofer (e) Nelson Griswold (ex.-ce)	John Manion (ne) Charles Young (sp) Joan Danzig (we)	Edgar C. Steeb (bm) Theodore E. Massing (cm) Edward A. Schutt (com)	Ernest D. Anderson (ad) Wm. J. Callanan (mga) Gordon E. Smith (ram) John J. Connolly (cam)	David E. Peugeot (pm) Wm. E. Keightley (ms)
CANANDAIGUA 8,332	Messenger, 26 Phoenix, Tel.: 897 4,831	.06 Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Canandaigua Messenger, Inc. J. J. Waterbury, Pres.-Pub.	J. J. Waterbury (e) Phil Feldman (ce)	Mrs. D. E. Tuttle (we) R. A. Wade (sp)	A. C. Waterbury (gm) Wm. Holloway (cm)	Robert Salvato (ad-ram) A. C. Waterbury (mga) Wm. Holloway (cam)	R. E. Wade (pm) Howard Megaffee (ms)
CATSKILL 5,637	Mail (e) 4,100	.05 Flat	(I-D) (UP) (J) (5¢) (none)	Catskill Daily Mail Howard E. Silberstein, Pub.	Howard E. Silberstein (eep-e) Karl Elish (ce) John Behuniak (me)	John Behunak (sp) Mrs. L. H. Boice (we)	Howard E. Silberstein (gm-bm)	Charles Calcagno (ram)	Albert Salvato (ms)
CORNING 17,684 26,352-ABC-CZ	Leader, 149 East Pulteney St., Tel.: 6-4651 (e) 13,450	.11 Flat	(I-R) (AP) (6¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Corning Leader, Inc. W. A. Underhill, Pres. E. S. Underhill, Jr., Treas. E. S. Underhill, III, V. P. M. F. Carney, Jr., Sec'y. L. D. Kimble, Ass't to the publisher	George H. Bevan (e) H. A. Van Dusen (ce) Walter Valerius (assoc. e)	Frank Watts (sp) Mrs. Helen Starr (we)	E. S. Underhill, III (bm) R. C. McCormick (cm)	C. R. Comstock (ad) C. R. Comstock (cam)	E. S. Underhill, III (ms)
CORTLAND 18,152	Standard, 110 Main St., Tel.: SK 6-5665 (e) 8,805	.08 Flat	(R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	L. B. van Dyck (eep-me-ce) E. H. Clark (e)	R. H. Randall (sp) Grace Wheeler (we)	E. H. Clark (gm) L. P. Randall (bm) T. I. Greene (cm)	P. L. Geibel (ad) E. H. Clark (mga) Edw. J. Rounds (ram) Margaret McGinnis (cam)	E. H. Clark (ms)
DUNKIRK-FREDONIA 8,007 Dunkirk 7,095 Fredonia 25,989-ABC-CZ	Observer, 10 E. Second St., Tel.: 7777 (e) 9,486 *Rate includes one insertion Grape Belt and Chautauqua Farmer Tuesday or Friday.	.09* Flat	(R) (UP) (6¢, 36¢w) (Burke, Kuipers & Mahoney, Inc.)	Dunkirk Ptg. Co. Henry K. Williams, III, Pub.-Pres.	Wallace A. Brennan (eep-e) Herbert G. Schwartz (ce)	MacLeod Williams (ne) Gerald Wiser (sp) Marion Greve (we)	Henry K. Williams, III (gm) Orville Hoover (cm)	Herman Cutler (ad-mga) Arthur Goodrich (ram) Paul Carlson (cam)	Herman Cutler (apm) John Nowak (ms)
ELMIRA 49,716 74,405-ABC-CZ 84,034-ABC-Par. 15	Advertiser (m ex Sat.) 13,162 Saturday edition (Sat.) 10,432 Star Gazette (e ex Sat.) 39,786 Saturday edition (eSat.) 38,851 Combined daily (me ex Sat.) 52,948 Combined Saturday editions (mSat.) 49,283 Sunday Telegram (S) 49,020	.08 Flat .08 Flat .17 Flat .17 Flat .19 Flat .19 Flat .19 Flat	(I) (AP) (7¢, 15¢S, 40¢ w, 55¢w-d&S) (J. P. McKinney & Son)	Elmira Star-Gazette, Inc. Frank E. Tripp, Pub.	George E. McCann (exec. e-A, SG, S) Covey C. Hoover (me-e) Hillard Gordon (me-A) Fred W. Box (ce-SG) Alan Gould Jr., (me-S) Thomas J. McCarthy (ce-S)	Leo Kuss (ne-A) Robert J. Clark (ne-S) Allan Mallette (sp-SG, S) Andy Lamb (sp-A) Mary T. Nelcoski (we-S) Marion Tryon (we-SG) Jeanne Brown (we-A)	Thomas V. Taft (gm) Richard P. Seem (bm) Charles E. Farmer (cm)	George G. Sonsine (ad) J. L. Penney (mga) Robert Collson (cam)	

BIG . . . and getting BIGGER . . .

BINGHAMTON New York

A Market Far Above the Average In Sales Opportunities

With over 144,011 population and unusually high income per family, *Urbanized* Binghamton is a rich, BIG Market. That's why Binghamton is: one of the leading test markets of the East, leads all New York State's Central Metropolitan Cities of 50,000 or more population in Buying Income per Family, second highest among the big cities of the State in Department Store Sales . . . greater than New York City, or Buffalo, or Syracuse! The reason for this is Binghamton's great expansion into its "Urbanized Area," which exceeds proportionate growth of such major cities as Los Angeles, Detroit, Chicago and others . . . *plus* the healthy climate of industrial stability.



BINGHAMTON URBANIZED AREA

POPULATION
144,011 (1950 CENSUS)
Present Estimate, 156,600

NEW FACTORY CONSTRUCTION — INDUSTRIAL EXPANSION

New factory construction dots the Binghamton area with Big-name (and big-pay) manufacturing plants; like IBM, Ansco, Ozalid and others engaged in large-scale new plant construction and expansion. Bigger payrolls bring heavier spending by prosperous home-owning families — a big build-up of buying power on which you can cash in!

GREAT NEW $50,000,000 SYSTEM OF SUPER HIGHWAYS!

While Binghamton and neighboring communities of Johnson City, Endicott and Vestal are growing together raipdly, this great new system of roads, bridges and viaducts recently announced by the State and Federal governments, will weld the "Urbanized Area" more effectively into an integrated unit. Already a market of outstanding potentials, this new road program of broad scope, is certain to project Binghamton into the front rank of active, dynamic markets—a market to *remember* when you make up your newspaper list!

THE PRESS Gives You Complete and Intensive Coverage of This Important Market!

The Binghamton Press has grown in size and acceptance with the growth of its market—now 64,867 evening and 66,697 Sunday—ABC as of September 30, 1957. Both figures represent an all-time high for this great family newspaper, which is the *only* medium that will deliver your advertising message with sales-producing impact in this important "Plus Market." More than 97% *home delivered* coverage of the "Urbanized Area," better than 90% of the Metropolitan Area (Broome County) and effective coverage of the surrounding counties in the ABC trading area. No other medium claiming coverage of this market even approaches the *family coverage* offered by The Press!

THE BINGHAMTON PRESS

Evening — Member: The Gannett Group of Newspapers — Sunday

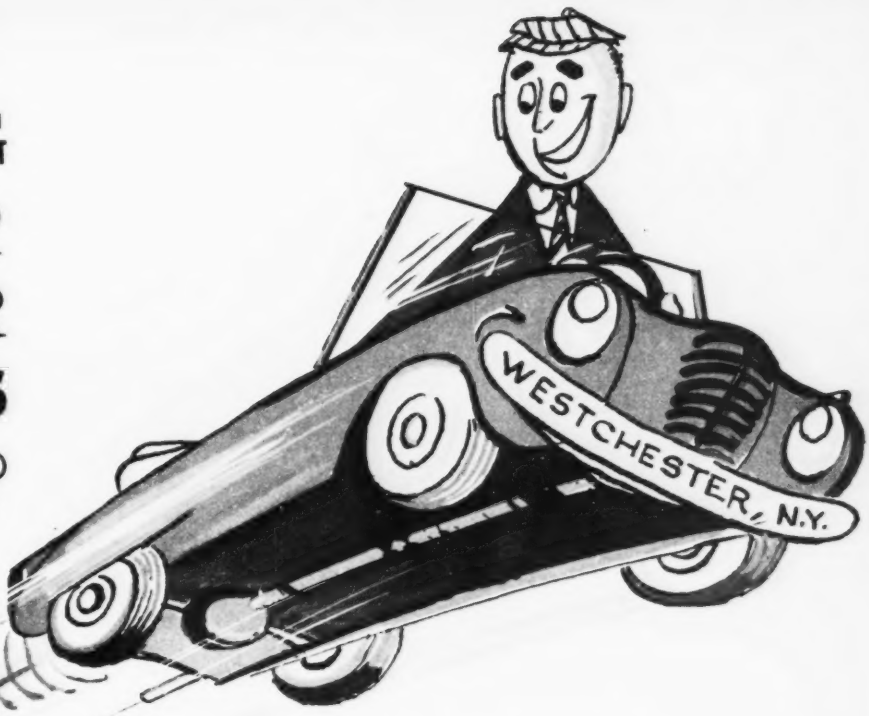
Represented by J. P. McKinney & Son, Inc., New York • Syracuse • Chicago • San Francisco

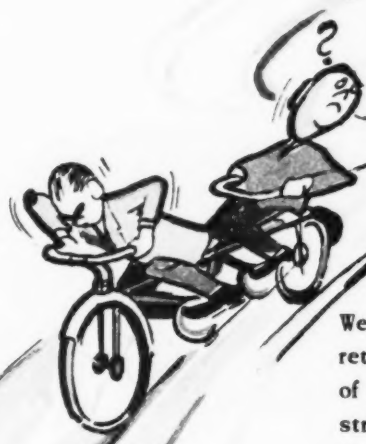
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ENDICOTT 20,050 47,000 greater Endicott: (Endicott, Vestal, Endwell) C. of C. est. '56	Bulletin, 911 E. Main St., Tel.: 5-3355 (e) 10,217	.09 Flat	(I) (AP) (5¢, 30¢w) (The Ottaway Newspapers)	Ottaway Newspapers-Radio, Inc. James H. Ottaway, Pres.-Pub.	Robert E. Whittemore (me) Bun Kuhl (ce)	Ray Southworth (ne) Jon Ferraris (sp) Pat Hobko (we)	Roger T. Hildenbrand (gm) Walter A. Garvey (cm)	Thomas Higgins (ram) Philip G. Daniels (mga) Beverly Moyle (cam)	Philip G. Daniels (apm) Bert MacKnight (ms)
FREDONIA	See Dunkirk.								
GENEVA 17,144 17,144-ABC-CZ	Times, 218 Genesee St., Tel.: 9-3333 (e) 10,977	.10 Flat	(I-R) (AP) (5¢, 35¢w) (A. R. Keator and Ralph R. Mulligan)	Geneva Ptg. Co. G. B. Williams Pres.-Pub.	G. B. Williams (e) George Northridge (me)		J. F. Bertram (gm-bm)		
GLENS FALLS 19,610 34,288-ABC-CZ	Post-Star, 100 Glen St., Tel.: 2-3131 (m) 15,563 Times (e) 8,468 Combined daily (me) 24,031	.14 Flat	(I-D) (I-R) (AP) (J) (7¢, 42¢w, $1.80mo) (Kelly-Smith Co.)	Glens Falls Post Co. J. Edw. Singleton, Pres.	Claude Fox (e-me-T) Edward Sherman (e-me-PS) Burr Patten (ce-PS) Arthur Fisher (ce-T)	Linwood F. Strout (sp-PS) Ralph D. Hall (sp-T)	Arthur P. Irving (gm) R. A. Newton (bm) Milton Ottman (cm)	Walter J. Brennan (ad-ram) R. A. Newton (mga) William Tupper (cam)	Harris Lindsey (pm) Bernard Daley (ms)
GLOVERSVILLE JOHNSTOWN 23,634 Gloversville 10,923 Johnstown 34,557-ABC-CZ	Leader-Herald, 8-10 E. Fulton St., Tel.: 4-7171 (e) 14.586	.11 Flat	(I-R) (AP) (J) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	William B. Collins Co. Julia Collins Ormiston, Pres.	Wm. H. Evans (eep-e-me) Edw. F. Lapos (ce)	Henry H. Snyder (ne) Geo. Thompson (se)	William M. Kessler (gm) David Collins Ormiston (bm) Ralph Mixrahi (cm)	Robert Arnold (ad-mga-ram)	R. J. Arnold (pm-apm) Fred A. Oaksford (ms-prod. mgr.)
HEMPSTEAD TOWN-GARDEN CITY	See Long Island (Nassau County) for newspaper listing.								
HERKIMER-ILION 9,400—Herkimer 9,363—Ilion	Telegram, 111 Green Tel.: Townsend 6-2222 (e) 6,854	.07 Flat	(I) (AP) (J) (5¢, 24¢w) (Julius Mathews Special Agency, Inc.)	Herkimer Telegram Pub. Co. Wesley P. Small, Pres.-Pub.	Emily Denton (eep) Wesley P. Small (e) Charles S. Cantwell (me)	Charles Cantwell (ne) Mary Edwards (we)	W. P. Small (gm) Ernest Countryman (cm)	Jack Hughes (mga)	Thomas Partlon (ms)
HICKSVILLE (Long Island, N.Y.) 41,586 (C. of C. '56) 150,000-CZ (Local estimate) 43,237 ('57 Spec. Cen.)	Centre Island News (e ex Sat.) 6,237	.095 Flat	(I-R) (J) (AP) (5¢, 20¢w)	Litmor Corp. Robert L. Morgan, Pub.	James P. Morgan (me) Mrs. Dorothy Sawyer, (assoc. e)	Margaret Schindlar (ne) Arthur Spencer (sp) Ethel Foreet (we)	William Myer (cm)	Douglas McCorkindale (ad)	Frank Schrott (ms)
HORNELL 15,049 15,654-ABC-CZ	Tribune, 85 Canisteo St., Tel.: 1425, 6, 7, 8 (e) 9,497	.11* Flat	(I-R) (UP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	W. H. Greenhow Co. Mrs. Olive G. Buisch, Pres.	Louis G. Buisch (e) Clifford Cain (ce)	John W. Nelson Jr. (ne)	Louis G. Buisch (gm) Donald J. Curran (bm) Roy Welch (cd) Walter E. Britton (cm)	Frederick Deer (ad-mga-ram) Bertina Knapp (cam)	Donald Curran (pm) Frederick Simons (ms)
	*Rate includes insertion in Bath (N.Y.) Steuben Advocate, 2,051; total 11,779. Not sold separately.								
HUDSON 11,629 12,401-ABC-CZ	Register-Star (e ex Sat. & Sun.) 8,036	.07 Flat	(I) (AP) (J) (5¢, 25¢w $1.00mo) (Burke, Kuipers & Mahoney)	Record Printing and Publishing Co. W. S. Decker, Sr., Pres. - Pub.	Pierre L. Dolan (eep-e) Raymond C. Kennedy (me) Donald Waggoner (ce)	Donald Waggoner (ne) Anthony Nero (sp) Beverly Dolan (we)	Raymond C. Kennedy (gm) John Weinman (cm)	F. P. Andrews (ad-mga-ram) Judith Nooney (cam)	Fred Andrews (apm) Edward Thompson (ms)
ITHACA 29,257 30,664-ABC-CZ	Journal (e) 13,493	.09 Flat	(I) (AP) (5¢, 30¢w, $1.20mo) (J. P. McKinney & Son)	Journal-News, Inc. L. S. Pickering, Pub.	Wm. J. Waters (e) John Marcham (ce)	Kenneth Van Sickle (sp) Mrs. Mary Hile (we)	L. S. Pickering (gm) Raymond W. Leary (cm)	Edward F. Miller (ad)	
JAMAICA	This is in Queens Borough, a part of New York City. See New York City for newspaper listing.								
JAMESTOWN 43,354 53,027-ABC-CZ 55,430-ABC Par. 15	Post-Journal, Tel.: 7-111 (e) 26,661	.14 Flat	(I-R) (AP) (7¢, 42¢w) (none)	Jamestown Newspaper Corp. R. Jobert Nelson, Vice Pres. Levant M. Hall, Chairman of Board	John A. Hall (me) Charles Pokrandt (ce)	Leigh Burdick (ne) Frank Hyde (sp) Lois Hough (we)	J. Robert Nelson (gm) Ray Johnson (cm)	J. R. Greenaway (mga-ram) Gertrude N. Riddle (cam)	
	Sun, 200 W. Fourth St., P. O. Box 939, Tel.: 8116 (m) 11,925	.10 Flat	(I) (UP) (6¢, 36¢w)	The Jamestown Sun, Inc. Edw. J. Byrne, Pub.	Edw. J. Byrne (eep-e)	Waite Forsyth (sp) Rachel M. Otto (we)	Edw. J. Byrne (gm) Roger Mason (cm)	Ernest Swanson (ad-mga-ram) Ruth Boswell (cam)	Ernest A. Swanson (pm) A. E. Reilly (ms)
KINGSTON 28,817 34,082-ABC-CZ 31,002 ('57 Spec. Cen.)	Freeman (e) 15,969	.11 Flat	(I-R) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Freeman Pub. Co. Lucia de L. Klock, Pres.	Louis R. Netter (me) Joseph Kelly (ce)	Charles Tiano (sp) Dorothy A. Narel (we)	Harry du Bois Frey (gm) Harry S. Hutton (cm)	Harry du Bois Frey (mga) Warren Simmons (ram) Douglas C. Craddock (cam)	John J. Hartman (ms)
LITTLE FALLS 9,541	Times, 347 S. Second St., Tel.: 1870-1-2 (e) 6,535	.07 Flat	(I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Crowley Pub. Corp. Wm. F. Wright, Pres.-Pub.	John B. McGuire (e)	Ralph Weir (ne) Robert Stack (sp)	J. H. Pouliot (gm-cm) J. R. O'Neill (bm)	J. Russell O'Neill (ram)	Geo. R. Jubar (ms)
LOCKPORT 25,133 25,133-ABC-CZ 26,955-ABC-Par. 15	Union-Sun & Journal, 142 Main St., Tel.: 3-3811 (e) 12,192	.11 Flat	(I) (AP) (5¢, 35¢w, $1.50mo) (none)	Union-Sun & Journal Inc. Egbert D. Corson, Pres.-Pub. Peter Corson, Asst. Pub.	Peter Corson (e) Easton Elliott (me-eep) Elting Wells (ce)	Bob Federspiel (sp) Bertha Applin (we)	Wm. J. Kemble (gm) S. E. Wendel (bm) P. J. Collins (cm)	W. J. Kemble (ad) S. E. Wendel (mga) E. H. Thiele (ram-cam)	E. R. Stoddard (ms)
LONG ISLAND CITY	This is in Queens Borough, a part of New York City. See New York City for newspaper listings.								
LONG ISLAND, N.Y. (Nassau County) 672,765 672,765-ABC-CZ	Newsday*, 550 Stewart Ave., Garden City, Tel.: Pioneer 1-1234 (e) 272,441	.85 Flat	(I) (AP, UP) (5¢, 30¢w) (Kelly-Smith Co.)	Newsday, Inc. Harry F. Guggenheim, Pres. Alicia Patterson, Pub.	Richard M. Clurman (e-dir.) Alicia Patterson (e) Alan Hathway (me) Jack Altshul (ce)	Dick Aurelio (ne) Robert Zellner (sp) Nuala Walsh (we) James Jenkins (tel.E)	Harold Ferguson (bm) John Mullen (cm) Harold Ferguson (com)	Ernest Levy (ad) Herbert Zix (mga) David Targe (ram) Edwin Warren (cam)	Allan Woods (prod. mgr.) Richard Wyse (pm)
	*Plant and Executive Offices at Garden City, L. I., N. Y.								
MALONE 9,501 9,501-ABC-CZ	Telegram, 136 E. Main St., Tel.: 65 or 26 (e) 5,671	.06 Flat	(R) (AP) (5¢, 24¢w, $1mo) (J. P. McKinney & Son)	Malone Telegram, Inc. Frank E. Tripp, Pres. Leon L. Turner, Pub.	Del Forkey (eep-e-ce-me)	Del Forkey (ne-we) Don Cooper (sp)	Leon L. Turner (gm-bm-cm)	Leon L. Turner (ad-mga-ram) Harold F. Brown (cam)	Leon L. Turner (pm-apm-ms)
MAMARONECK 15,016 15,016-ABC-CZ 27,724 ('57 Spec. Cen.)	Times, 12 Elm St., Tel.: MA 9-2100 (e) 8,095	.085* Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Mamaroneck-Larchmont Pub. Co., Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	H. Richmond Campbell (e) Teunis E. Gouwens (ce)	Robert E. Brown (sp)	H. Richmond Campbell (gm) George W. Helm, Jr., (bm) Kenneth A. Simon (cm) Stephen E. Lovas (cir. dir.)	Fred W. Greenwood, Jr. (ram) A. H. Francis (mga) Charles H. Griffin (rad) Raymond Dykes (cam)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)

*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above-named weeklies, .80 flat.

LOOKING FOR GREATER **SALES** MILEAGE?





then you'll find Westchester an expressway to bigger sales!

Westchester's automobiles rolled up a fabulous retail sale of $225,285,000 in 1956 - over 20% of the total retail sales - which clearly demonstrates the effective use of a two billion dollar income market. A market whose per family income of $8,805 is highest in the Empire State of New York and second in the entire nation!*

Many enterprising advertisers are receiving maximum sales mileage from an advertising dollar in Westchester's vast, varied, and lucrative market. How do they do this? Simple. They capitalize on the only effective coverage of this market.

THE WESTCHESTER GROUP NEWSPAPERS

85% Carrier Delivered

67% Circulation Coverage

And reaching over 150,000 homes daily!

Westchester Group Newspapers

8 Church Street White Plains, N.Y. Represented Nationally by the Kelly-Smith Co.

* Sales Management - 1957

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MEDINA 6,179	Journal-Register, 409-13 Main St., Tel.: 1400 (e ex Sat.) 3,868 .06	Flat	(I) (UP) (J) (5¢) (none)	Daily Journal Pub. Co. Alonzo L. Waters, Pub.	Alonzo L. Waters (e) Robert E. Waters (me)	Robert E. Waters (sp) Genevieve Smitt (we)		Lewis H. Waters (ad)	Lewis H. Waters (pm)
MIDDLETOWN 22,586 22,586-ABC-CZ	Record, 151 North St., Tel.: 4151—(A cold-type, offset publication). (m) 7,654 .09	Flat	(I) (UP) (Ralph R. Mulligan)	Community Newspaper Pub. Inc. J. M. Kaplan, Pres. David Bernstein, Exec. Vice-Pres. Harry S. Milligan, Secy. Albert Arbor, Treas.	William G. Loftus (me) A. N. Romm (ce)	Edmund J. Gleed (sp) Judith G. Doty (we)	Harry S. Milligan (gm) William S. Wasserman (bm-cm) Albert Arbor (com)	F. Philip Blake (ad-mga) Douglas Garden (ram) Irving Kaplan (cam)	Raymond Maxwell (ms)
	†Nov. 30, 1956. First issue as a daily July 30, 1956.								
	Times-Herald, 9 James St., Tel.: Middletown, 3131 (e) 10,297 .10	Flat	(I) (AP) (J) (5¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	The R. J. Company Inc. Ralph Ingersoll, Pres., Pub.	Edward P. Dougherty (e) E. Bradley Boyle (me) Nevin Carman (ce)	E. Bradley Boyle (ne) Glenn Doty (sp) Sarah Gardner (we)	Ralph Ingersoll (gm) Helena S. Mauro (bm) Winston L. Knight (cm)	Frank Sposato (ad-mga-ram-cam)	George W. Sherrill (ms)
MOUNT VERNON 71,899 71,899-ABC-CZ 75,437 ('57 Spec. Cen.)	Argus, 38 E. First St., Tel.: MO 8-3000 (e) 18,453 .13*	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr. Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	William E. Seely (e) Ettore Fraioli (ce)	Emanuel Strumpf (sp)	Arthur C. Saunders (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Paul Wendt (cm)	John M. Fleischmann (ram) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above named weeklies, .80 flat.								
NEWBURGH 31,956 41,118-ABC-CZ	News*, 85 Dickson St., Tel.: 3000 (e) 19,416		(I) (UP, GNS) (5¢, 30¢w) (J. P. McKinney & Son)	Newburgh News Ptg. & Pub. Co., Inc. Frank E. Tripp, Pres.	Douglas V. Clarke (me) Ralph M. Aiello (ce)	Wesley F. Gill (sp) Ruth A. Wilsey (we)	Frank T. McCue (gm) Hugh V. Nocton (bm) Charles D. Curry (cm)	John Prizzia (ram) Ralph B. Flemming (Ad. Dir.)	John Crizzio (am)
BEACON 14,012 14,012-ABC-CZ	News* (e) 5,143 .... Combined daily (e) 24,559 .14	Flat							
	*These papers are sold only in combination.								
NEW ROCHELLE 59,725-ABC-CZ 72,036 ('57 Spec. Cen.)	Standard Star, 251 North Ave., Tel.: NE 6-8900 (e) 17,912 .13	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Elmer H. Miller (e) Harry Donsky (ce)	Robert Hrubesch (sp)	Elmer H. Miller (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Vincent T. McCarthy (cm)	William J. Fitzgerald (ad) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above-named weeklies, .80 flat.								

NEW YORK CITY—7,891,957 1950; 8,074,000 * 1956

* Dept. of Health Est.

8,432,469—ABC—CZ

BRONX BOROUGH—1,451,277 1950; 1,476,000 * 1956

BROOKLYN BOROUGH—2,738,175 (1950); 2,772,000 * 1956

BROOKLYN	The Brooklyn Daily, Tel.: ES 3-9500 (m ex Sat.) 30,240 .30 .25		(I) (J) (5¢, 25¢w, $1.00mo) (none)	Brooklyn Weekly and Brooklyn Daily, Inc. Sidney Klass, Pres.	Sidney Klass (e) Arnold Fine (me) Arnold Fine (ce) Kevin Jones (Asst. ce)	Kevin Jones (ne) Stanley Wyman (sp) Irene Klass (we)	Lionel Klass (gm) Albert Klass (bm) J. Ricciardi (cm) Lawrence Goldberg (com)	C. H. Karsboom (ad) Harry Rosenthal (ram) Frances Kelly (cam)	R. Schreiber (ms) G. M. Sullivan (rd)

MANHATTAN BOROUGH—1,960,101 (1950); 1,851,000 * 1956

NEW YORK CITY	National Enquirer, Zone 23 (S)* 142,921 .50 .30		(I) (UP) (15¢S)	New York Evening Enquirer, Inc.	Carl Grothman (e) James Allan (me)	Billy Stevens (sp) William Brendle, Jr. (sp)	Dino M. Gallo (gm) John Bosack (bm) Michael Gallo (cm)	Harry Rosenthal (ram) Miss Jeannie McCafferty	
	*Mar. 31, 1957. Pub. statement for Sept. 30: 142,921. Name changed from Enquirer June 16, 1957.								
	Herald Tribune, 230 W. 41 St., Zone 36, Tel.: PEnnsylvania 6-4000 (m ex Sat.) 326,478 1.57 1.29 Saturday edition (Sat.) 244,964 1.57 1.29 Sunday edition (S) 529,715 1.82 1.56		(I-D) (AP, CanP, UP, DJ, NYHT) (5¢, 25¢S) (Scolaro, Meeker & Scott (Midwest and Phil.) Doyle & Hawley (Pacific Coast) (McAskill & Hermans, Inc.) (Fla., Ala., Miss., La.) Allen Assoc. (Can.)	New York Herald Tribune Inc. Whitelaw Reid, Ch. of Bd. Ogden R. Reid, Pres.-Pub. Frank L. Taylor, Exec. V.-P. A. V. Miller, Sec.-Treas., V.-P. Barney G. Cameron, V.-P.	Ogden R. Reid (e) George Cornish (exec. e) Luke Carroll (ce)	E. W. Walker (Su) Robert Cooke (sp) Eugenia Sheppard (we)	Barney G. Cameron (bm) Lester Zwick (cir.-dir.)	John D. Thees (ad) Arthur Sherrill (mga) George Barthelme (ram) Daniel Lionel (cam)	Alexander Anderson (prod. mgr.) Edward Freeman (prom. dir.) Hy Gardner (dir. pub. rel.)
	Journal-American, 220 South St., Zone 15, Tel.: COrtland 7-1212 (e ex Sat. 571,024 1.90 Saturday edition (Sat.) 380,427 1.90 Sunday edition (S) 819,002 2.00 Metropolitan Sunday edition (S) 1.90	Flat Flat Flat Flat	(I) (AP, INS, CDN, DJ) (10¢, 10¢Sat., 20¢S) (Hearst Advertising Service)	Hearst Consolidated Publications, Inc. W. R. Hearst, Jr. Pres. Seymour Berkson, Pub. Charles Gould, Asst. Pub.	Herman Appelman (eep) Sam H. Day (me) Paul Schoenstein (asst. me) Edward A. Mahar (ce)	Glen Gregory (ne) Jerome J. Karpf (Su) Max Kase (sp) Constance Woodworth (we)	T. E. J. Crowley (bm) Hugh F. Smith (cm)	Monroe Gensler (ad) Perry Rosenberg (ram) Phil Meyer (cam)	Sumner Collins (Dir. Prom & Res) Jim Morton (pm) J. D. Garvey (ms)
	The Journal of Commerce & Commercial, 80 Varick St., Zone 13, Tel.: WOrth 6-3000 (m ex Sat.) 37,581 .75 .53		(I) (AP) (15¢ (own offices)	Twin Coast Newspapers, Inc. Joseph E. Ridder, Ch. of Bd. Bernard J. Ridder, Pres. Eric Ridder, Pub.	H. E. Luedicke (e) M. L. Van Slyck (me) Arthur Krahmer (ce-nt)		Adelrick Benziger, Jr. (gm) T. V. Bihler (Cir. Dir.)	John Potesky (ad) Bert Lanza (cam)	Nicholas Rigas (ms)
	Mirror, 235 E. 45th St., Zone 17, Tel.: MU 2-1000 (m ex Sat.) 871,705 .80 Saturday edition (Sat.) 826,655 1.80 Sunday edition (S) 1,398,100 2.65 ..... 1.90* ..... 1.50†	Flat Flat Flat Flat Flat	(I) (AP, UP, INS) (*S) (4¢, 10¢S) (own offices in New York, Chicago, Detroit, and Reynolds-Fitzgerald, Inc.)	New York Mirror Div., The Hearst Corp. R. E. Berlin, Pres. Chas. B. McCabe, V. Pres. & Pub.	Glenn Neville (e) Hinson Stiles (me) Selig Adler (asst. me) Edward Markel (ce)	Mortimer Ehrman (ne) Neal Ashby (Su) Dan Parker (sp)	W. N. Thomson (gm) John Potts (C. Dir.) Adam Shanks (cm)	Warren Kelly (ad) Walter Rompel (mga) Murray S. Whitsett (ram) Harry McNally (cam)	H. Sloan (prod. mgr.) Ted Cloduis (pm) Larry Currie (crm) Lawrence Kennelly (per)

*City and Suburban editions circulated within 50 miles radius of New York City.
†Country edition R. O. P.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
NEW YORK CITY —Continued	Morning Telegraph, 525 W. 52nd St., Zone 1, Tel.: JUdson 2-4100 (Mon.) (⊠) 67,557 .40 .22 (Tue.-Fri.) (⊠) 47,959 .40 .22 (Sat.) (⊠) 68,462 .40 .22		(UP, RN) (50¢, $3.00 w, $11.00mo) (Direct)	Triangle Publications, Inc. W. H. Annenberg, Pres. J. Samuel Perlman, Pub.	J. Samuel Perlman (e) Saul Rosen (me)	Lorne O'Donnell (ne) Ira Seebacher (sp) Barney Nagler (sp)	J. Samuel Perlman (gm) Louis Iverson (bm) Thomas Flood (cm)	Leon Waldman (mga)	Henry Dods (ms)
	News, 220 E. 42nd St., Zone 17, Tel.: MUrray Hill 2-1234 (m ex Sat.) (⊠) 2,079,423 3.64†3.41† Saturday edition (Sat.) (⊠) 1,876,394 3.64†3.41† City and Suburban Run 3.35 3.12 Split Run 1.76 1.66 Sunday edition (S) (⊠) 3,480,905 6.03†5.68† City & Suburban 3.91 3.69 Split Run 2.08 1.97 †Full run.		(I) (UP, AP, CT-NYN, RN) (*S) (5¢, 10¢S) (John F. Herrick) (Chicago), (James J. Coyle) (Detroit), Fitzpatrick Associates (Pacific Coast)	F. M. Flynn, Pres.-Pub.	R. Maury (eep) R. W. Clarke (exec. e) R. G. Shand (me) E. J. McHugh (nt. me) W. J. White (asst. me) Harry Nichols (ce)	W. A. Casselman (ne) Ama Barker (Su) Hugh Schuck (telegraph ed) Charles Hoerter (sp) Miss Mary King (we)	P. B. Stephens (gm) Geo. E. Donnelly (bm) Wm. Welkowitz (cm)	John H. Glass (ad-mgr) Seward Davis, Jr. (mga) A. H. Mason (ram) R. S. Tincher (cam-display)	W. R. Fritzinger (pm) Herbert M. Steele (sales pm) S. D. Willey (ms)
	Post, 75 West St., Zone 6, Tel.: WHitehall 4-9000 (e ex Sat.) (⊠) 338,549 1.55 Flat Sunday edition (S) (⊠) 258,355 1.55 Flat		(I) (AP, RN) (10¢) (George A. McDevitt Co.) (Midwest)	New York Post Corp. Dorothy Schiff, Pres.-Pub. Harry Rosen, V.P	James A. Wechsler (e) Paul Sann (exec. ed.) James F. Graham (me) John Bott (ce)	Mark Sherwin (ne) Ike Gellis (sp) Agnes A. Murphy (we)	Marvin Berger (bm) Thomas W. Danby (cm) L. H. Cook (com)	Harry Rosen (ad) Thomas E. Falvey (mga) Warren Rinenberg (ram) Alfred A. Baum (cam)	Alex Gross (pm) Arthur Weiss (ms)
	Times, 229 W. 43rd St., Zone 36, Tel.: LAckawanna 4-1000 (m ex Sat.) (⊠) 570,717 2.05 1.75 Saturday edition (Sat.) (⊠) 453,023 2.05 1.75 Sunday edition (S) (⊠) 1,168,844 2.57 2.30		(AP, UP, CanP, NANA, RN, CT-NYN, NYT) (5¢, 25¢S) (own Offices Chicago, Boston and Sawyer-Ferguson-Walker Co.) (Detroit and Pacific Coast)	New York Times Co. Arthur Hays Sulzberger, Chrm. of Bd. Orvil E. Dryfoos, Pres.	Charles Merz (e) Turner Catledge (me) Frank Adams (ce)	Ernest von Hartz (ne) Lester Markel (Su) Raymond Kelly (sp) Mrs. Elizabeth Howkins (we)	Amory H. Bradford (Vice-Pres. & bm) N. W. Goldstein (cir dir.) Joseph Alduino (com)	Monroe Green (Asst. bm) Max Falk (mga) W. E. Perkinson (ram) C. M. Carroll (cam)	Ivan Veit (Asst. bm-pro. dir.) Irvin S. Taubkin (pm) C. J. Strang (ms) Harry Roster (rd)
	Wall St. Journal, 44 Broad St., Zone 4, Tel.: HAnover 2-3115 (Mex Sat.)* (⊠) 481,275 4.75* 3.87* Eastern edition only) (⊠) 208,290 1.90 1.56 (Midwest edition only) (⊠) 152,826 1.50 1.25 (Southwest edition only) (⊠) 47,003 .62 .50 (Pacific Coast edition only) (⊠) 73,156 .85 .68 *National edition		(I) (AP, INS, RN, UP, DJ) (10¢, $20yr.) (Direct)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Robert Bottorff (exec. e) Warren H. Phillips (me) Wm. H. Grimes (e)		Buren H. McCormack (bm) George J. Delaney (circ sales mgr.) Robert Wilson (circ. service mgr.) T. F. Mowle (com)	T. E. Callis (ad) O. Quintin DiMaria (assoc. am-Nat'l ed.) John H. Biedenkapp (mga-Eastern ed.) John K. Olsen (cam-Eastern ed.)	F. X. Timmons (apm) John J. McCarthy (Natl. prod. mgr.) C. B. Capps (prod. mgr.)
	World-Telegram and Sun, 125 Barclay St., Zone 15. Tel.: BArclay 7-3211 (e ex Sat.) (⊠) 454,137 1.65 Flat Saturday edition (Sat.) (⊠) 190,726 1.65 Flat		(I) (AP, DJ, UP, SHNA) (10¢) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	N. Y. World-Telegram Corp. Roy W. Howard, Pres.	Roy W. Howard (e) Lee B. Wood (exec. e) Richard Starnes (me) Norton Mockridge (ce)	Herb Kay (ne) Robert Stewart (sp) Claire Wallace (we)	N. S. Macneish (bm) Edwin T. Burke (asst. to bm) Vernon Brooks (asso. bm) A. D. Wallace (cm)	J. A. Caldwell (mga) C. I. Schwat (ram) John E. Dean (cam)	Lawrence W. Merahn (pm dir.) Thomas W. Black (apm)

QUEENS BOROUGH—1,550,849 (1950); 1,765,000 * 1956 * (Dept. of Health Est.)

JAMAICA	Long Island Press, 92-20 168th St., Zone 33, Tel.: OLympia 8-1234 (e) (⊠) 269,175 .75* Flat Sunday edition (S) (⊠) 335,607 .77* Flat		(I) (AP, UP, INS, CDN) (5¢, 10¢S, 30¢w-d, 40¢w-d&S) (Newhouse Newspapers)	Long Island Daily Press Pub. Co. Inc. S. I. Newhouse, Pres.-Pub.	Art Eggleston (eep) Norman N. Newhouse (e) Edward Gottlieb (me) David Starr (assoc. e) John M. Greene (Nassau-E) Seymour Marks (Queens ce) Richard Ornauer (Nassau ce)	David Jacobs (ne) Sam Ruinsky (Su) Michael A. Lee (sp) Abby Polesie (we)	Theodore Newhouse (gm) Stan Hancock (cm)	Frank Reis (mga) Sam Herman (ad) A. B. Robillard (cam)	E. Atkinson (pm) N. Miranda (ms)
	*.99 in combination with Long Island Star-Journal; .91 in combination with Staten Island Advance; $1.18 in combination with L. I. Star-Journal and Staten Island Advance.								
	Queens Evening News (e ex Sat.) ..... .45 .35		(R) (INS) (5¢)	Sylbea Ptg. Inc. Joseph Sabba, Pres.-Pub.	Don Woermann (eep) Dorsey Short (me) Chas. W. Koenig (ce)	Ed. Robinson (sp) F. M. Powers (we)	Joseph Sabba (gm) Joseph Fazio (bm) Joseph Small (cm)	Joseph Sabba (ad)	Ralph Hallahan (ms)
	*New ownership May 24, 1957.								
LONG ISLAND CITY	Long Island Star-Journal, 1 Star Sq., Zone 1, Tel.: EXeter 2-1234 (e) (⊠) 91,182 .46* Flat		(I-D) (AP, UP, CDN) (5¢) (Newhouse Newspapers)	Newspaper Enterprises Inc. S. I. Newhouse, Pres.	Paul Tierney (e) Elwood Thompson (ce)	Philip Hofmann (ne) Louis F. O'Neill (sp) Piera Watkins (we)	Theodore Newhouse (gm) Sigmund Friedler (cm)	Frank Reis (mga) Dan Frishberg (ram) Dominck Anthony (cam)	Eugene Atkinson (pm) N. Miranda (ms)
	*.99 in combination with Long Island Press; .50 in combination with Staten Island Advance; $1.18 in combination with Long Island Press and Staten Island Advance.								
RIDGEWOOD	Long Island Advocate, 331 St. Nicholas Ave., Zone 27, Brooklyn, N.Y., Tel.: Heg 3-3954 (e ex Sat.) 17,774 .20 Flat		(I) (INS) (2¢, 10¢w) (Newspaper Associates, Inc.)	L. I. Daily Advocate, Inc. H. W. Bryan, Pub.	Frank Sherkel (me) Victor Stanley (ce)	Victor Stanley (ne) Jack Schwartz (sp) Millie Seiflin (we)	Louis E. Reichhold (gm-bm) Al Jaeger (cm)	William Goldstein (ad-ram) Louis Royal (mga) Charles Meyer (cam)	Walter Bull (pm-apm) Vincent LaFortezza (ms)

RICHMOND BOROUGH—191,555 (1950); 210,000 * 1956 *(Dept. of Health Est.)

STATEN ISLAND 191,555-ABC-CZ	Advance, 1267 Castleton Ave., Zone 10, Tel.: YUkon 1-1234 (e ex Sat.) (⊠) 45,753 .28* Flat Saturday edition (eSat.) (⊠) 42,734 .28* Flat		(UP, INS) (5¢, 30¢w) Newhouse Newspapers)	Advance Publications Inc. S. I. Newhouse, Pres.-Pub.	Lester Trautmann (eep) Lee del Landes (e) Tom Stevens (ce)	Hal J. Squier (sp) Rosemary C. Bower (we)	Richard E. Diamond (gm-bm) Armand R. Caruba (cm)	Frank Rock (ad) Frank Reis (mga) Nahman Newhouse (cam)	Eugene Atkinson (pm) Frank Rock (apm)
	* .86 in combination with Long Island Press; .48 in combination with Long Island Star-Journal; $1.12 in combination with L. I. Press and L. I. Star-Journal.								
NIAGARA FALLS 90,872 101,673-ABC-CZ	Gazette, 310 Niagara St., Tel.: Niagara Falls, BUtler 2-2311 (e) (⊠) 35,931 .17 Flat Sunday edition (*S) (⊠) ..... .17 Flat		(I-R) (AP, UP) (5¢, 15¢S, 30¢d-w, 45¢w-d&S) (J. P. McKinney & Son)	Gazette Pub. Corp. Ray M. Van Wagnen, Asst. Sec.	Thomas J. Berrigan (eep-e) Hamilton B. Mizer (me) J. Justin Riorden (ce)	Michael J. Quinlan (sp) Thomas E. Hewitt (Su)	Kenneth K. Burke (gm) Clifford C. Frost (cm)	Edward Eitel (mga) C. O. Peterson (ram) Robert J. Swartzenberg (cam)	.....
	*First edition Oct. 6,1957								
NORTH TONAWANDA	(See the Tonawanda listing.)								
NORWICH 6,815	Sun, 7 Lackawanna Ave., Adv. Tel.: NOrwich 4-3276; Ed. Tel.: NOrwich 4-6631. (e) 3,832 .06 Flat Political: .10. Cash in advance		(R) (AP) (J) (6¢, 36¢w) (Julius Mathews Special Agency, Inc.)	Norwich Pub. Co., Inc. Edw. H. Clark, Pres.	Robert J. Jones (eep-e-me) Marjorie Bingham Chase (ce)	Larry Kimball (sp)	Robert J. Jones (gm) J. L. Montgomery (bm)	Claude Page (ad-ram) J. L. Montgomery (mga) Mary Conley (cam)	Edwin H. Chase (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NYACK 5,889 13,626-ABC-CZ	Journal-News, 53-55 Hudson Ave., Tel.: NY 7-2200 (e ex Sat.) 10,866 .09 Flat Saturday edition (Sat.) 10,180 .09 Flat		(I) (INS) (7¢, 42¢w) (Gallagher-De-Lisser, Inc.)	Landrock Pub. Corp. C. J. Hardy, Jr. Pres.-Pub. Frederick R. Miller, V.P.	Norman R. Baker (eep-e)	Richard Baker (sp) Mary Ruth Campbell (we)	Frederick R. Miller (gm) John A. Sutter (Asst. bm) George Mueller (cm)	Vernon Bonhotal (mga) Helen Phillips (cam)	Edward Maurer (ms)
OGDENSBURG 16,813 25,000-ABC-CZ	Journal, 308-312 Isabella St., Tel.: 857-858-859 (e) 5,839 .07 Flat Advance-News (S) 4,363 .07 Flat		(I-R) (AP) (J) (7¢, 13¢S, 42¢w-d) (J. P. McKinney & Son) (D)	Northern New York Pub. Co., Inc. Frank E. Tripp, Pres. Franklin R. Little, Pub.	Franklin R. Little John M. Scott (me-ce)	Henry Belgard (Su) John F. Jones (sp) Merhl Doren (we)	Franklin R. Little (gm) Hugh B. Lancaster (bm) Florence Kelly (cm) Napoleon Beauchamp (com)	Anthony Velocchi (ad) Jeanette Brunet (ram) Rose Marie Jennault (cam)	William E. Gallagher (ms)
OLEAN 22,884 25,910-ABC-CZ	Times-Herald, 105 Times St., Tel.: 3121 (e) 15,614 .10 Flat		(I) (UP) (7¢, 42¢w) (J. P. McKinney & Son)	Times-Herald Corp. E. B. Fitzpatrick, Pres.-Pub.	Grey Fitzpatrick (eep-e) John J. Morton (me) Charles E. Fish (ce)	Michael Abdo (sp) Marian Reynolds (we)	Grey Fitzpatrick (gm) James V. Bronold (bm) Edward J. Lynch (cm) Frank Schnell (com)	James V. Bronold (ad) James E. Strong (mga) J. Robert Neller (ram) Kenneth I. Johnson (cam)	James V. Bronold (pm) Floyd Pilling (ms)
ONEIDA 11,325	Dispatch, Messenger St., Tel.: 405; 406; 1500 (e) 6,837 .07 Flat		(I-R) (UP, CT-NYN) (J) (5¢, 30¢w, $1.00 mo) (Julius Mathews Special Agency, Inc.)	Dispatch Corp. John Tyler Tuttle, Pres. & Pub.	John Tyler Tuttle (e) George Ohlman (me) Ralph Williamson (ce) Edwin Matesky (state ed)	Theresa Stoughton (we)	Walter E. Pardoe (bm) Walter C. Hubbard (cm)	Charles D. Custer (am-cam)	John T. Tuttle (pm)
ONEONTA 13,564 14,849-ABC-CZ	Star, 102 Chestnut St., Tel.: 2300 (m) 13,829 .11 Flat		(I) (AP) (J) (7¢, 42¢w) (Ottaway Newspapers)	Oneonta Star, Inc. James H. Ottaway, Pres.-Pub.	Gerald Gunthrup (eep-e-me) Harold Rockwell (ce)	Harold Rockwell (ne) Mrs. Marguerita Scott Couse (we)	Elton Hall (gm-bm) Frank Shippey (cm)	Philip Daniels (mga) Donald J. Clifford (ram) Kenneth Agne (cam)	Howard Green (pm)
OSSINING 16,098 16,098-ABC-CZ	Citizen-Register, 7 St. Paul's Pl., Tel.: OS 2-2000 (e) 7,025 .08* Flat		(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Pubs., Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Joseph L. Naar (e) Douglas R. Wildey (ce)	Brian Donnelly (sp)	Joseph L. Naar (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Donald P. Jensen (cm)	A. H. Francis (mga) Frederick J. Tittel (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above-named weeklies, .80 flat.								
OSWEGO-FULTON 22,647 Oswego 13,922 Fulton	Palladium-Times, 174 West First St., Oswego, Tel.: 8 or 9 (e) 14 282 .10 Flat		(I) (AP) (J) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Palladium-Times, Inc. C. T. Leighton, Pres. T. A. Cloutier, Exec. Vice Pres.	Clark Morrison III (eep) C. T. Leighton (me) J. R. Gill (ce)	Don McGann (sp) Adelle Eusepi (we)	T. A. Cloutier (gm-bm) J. E. Steinberg (cm)	E. M. Allen (ad) E. B. Dalgaard (mga) Robert Chetney (cam)	T. A. Cloutier (rd-pm) E. J. Shea (ms)
PEEKSKILL 17,731 17,731-ABC-CZ	Star, 824 Main St., Tel.: PE 7-1200 (e) 8,420 .085* Flat		(I) (AP) (5¢, 30¢w, $1.75mo) (Kelly-Smith Co.)	Peekskill Star Corp. Donald F. Ikeler, Pres.-Co-Pub. E. Joe Albertson, Sec. Co-Pub.	E. Joe Albertson (eep-e-me) J. Donald Albertson (ce) James C. Napier (ass't ce)	Larrabee Albertson (ne) Ray Lapolla (sp) Dorothy Krumeich (we)	Donald F. Ikeler (gm-cm)	George Levinton (ad) Donald F. Ikeler (cam)	George Levinton (apm) Raymond Ogden (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above-named weeklies, .80 flat.								
PLATTSBURGH 17,738 17,738-ABC-CZ 22,850 Local Est. '56	Press-Republican, 55-59 Clinton St., Tel.: 77 or 78 (m) 11,624 .11 Flat		(I) (AP) (5¢, 30¢w) (Ottaway Newspapers)	Plattsburgh Publishing Co., Inc. James H. Ottaway, Pres.	William K. Babel (e) George Carr (me) James Graham (ce)	James Wodjenski (sp)	Wm. C. Lundquest (gm) Gordon LaMay (cm)	Philip G. Daniels (mga) John A. Fournier (ram) H. Beardsley Van Etten (cam)	James DiFulvio (ms) Lucien Brault (asst. ms)
PORT CHESTER 23,970 23,970-ABC-CZ 24,604 '57 Spec. Cen.	Item, 50 Westchester Ave., Tel.: WE 9-0800 (e) 14,562 .115* Flat		(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Item Publishers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Wm. J. Bassett (me) Warren B. Randall (ce)	Arnold Shein (sp)	Maurice A. Dougherty (gm) George W. Helm, Jr., (bm) Stephen E. Lovas (cir.-dir.) Edward Rubin (cm)	A. H. Francis (mga) Barry G. Booth (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Chas. Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .595 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .74 flat; Nine-paper group (including Peekskill Star), .655 flat; Nine-paper group and above-named weeklies, .80 flat.								
PORT JERVIS 9,372 11,133-ABC-CZ	Union-Gazette, 112-114 Pike St., Tel.: 3-2234 (e) 3,830 .06 .05		(I-R) (AP) (J) (5¢, 25¢w, $1mo) (none)	Tri-States Pub. Co., Inc. Fred D. Salmon, Pres. Fred D. Salmon, Jr. Pub.	R. D. Fredrick (eep-me) Fred D. Salmon, Jr. (e) Dan Dwyer (ce)	Dan Dwyer (ne-we) Mike Kowal (sp)	Wilbur Happ (bm) R. C. Lundy (cm)	Wilbur Happ (ad) R. C. Lundy (cam)	Fred D. Salmon, Jr. (pm) Joseph Bross (ms)
POUGHKEEPSIE 41,023 59,992-ABC-CZ	New Yorker, Memorial Sq., Tel.: GLobe 4-2000 (e) 27,999 .16 Flat Sunday edition (S) 28,943 .16 Flat Evening and Sunday (eS) 56,942 .24 Flat		(I) (AP) (7¢, 20¢S, 55¢w) (Scolaro, Meeker & Scott) West Coast: Doyle & Hawley	Poughkeepsie Newspapers, Inc. Clifford J. Nuhn, Pres.-Pub.	Clifford J. Nuhn (e) Charles G. Murray (me) Edwin H. Rozell (ce)	Herbert J. Thomsen (Su) George Palmateer (sp) Laura C. Foerschler (we)	A. Wollenhaupt (gm) Nelson G. Secor (cm)	Philip B. Maguire (ad) Edward H. Peretti (mga) John Alexander (ram) F. H. Voshardt (cam)	.....
ROCHESTER 332,488 418,374-ABC-CZ	Democrat & Chronicle, Times Square, Zone 14, Tel.: LO 2-3600 or 2-5600 (m) 126,410		(I-R) (AP, GNS, UP, INS) (7¢, 20¢S, 60¢w) (J. P. McKinney & Son)	Gannett Co., Inc. Paul Miller, Pres.	Clifford E. Carpenter (eep) George R. Shoals (me) Wilbur G. Lewis (ce)	Norris W. Vagg (ne) Paul E. Tanner (su) Paul Pinckney (sp) Elizabeth deSylva (we)	Don U. Bridge (gm) Al F. Mahar (bm) Bernard Mahoney (cm)	John Stamp (mga) Wilbur L. Hanks (ram) Anthony Powderly (cam)	Howard B. Bloomfield (pm)
	Times-Union (e) 126,300 .... Combined daily (me) 252,710 .55 Flat Democrat & Chronicle (S) 180,375 .48* Flat Evening & Sunday (eS) 306,675 .69 Flat *Same rate for holidays.		(I-R) (AP, GNS, UP, INS, CDN) (7¢, 40¢w) (J. P. McKinney & Son)		Paul Miller (e) A. Vernon Croop (me) Howard C. Hosmer (ass't. me) John L. Dougherty (ce)	Abe M. Miller (ne) Matthew A. Jackson (sp) Ruth Chamberlain (we)	Don U. Bridge (gm) Joseph T. Adams (bm) Arthur B. Calhoun (cm)	Henry Stock (ad) John F. Stamp (mga) Merrell M. DuBois (ram)	Ira Sapozink (pm) Earl Barker (ms)
ROME 41,682 41,682-ABC-CZ 46,109-ABC-Par. 15	Sentinel, 136 N. James St., Tel.: 336 (e) 17,143 .12 Flat		(I-D) (AP) (7¢, 40¢w) (None)	Rome Sentinel Co. Bradley C. Barnard, Pres.-Pub.	Bradley C. Barnard (e) Fritz S. Updike (eep) Wm. L. Courson (me) Conse R. DeLutis (ce)	J. W. Beekman (ne) Francis E. Regan (sp)	Fritz S. Updike (gm) G. B. Waters (asst. gm) R. C. Fielding (bm) J. Truman Kahler (cm)	W. S. DeHimer (ad-mga-ram) H. K. Duffy (cam)	Fred F. Herbst (pm) Carl Domino (ms)
SALAMANCA 8,861	Republican-Press, 36-42 River St., Tel.: 64 (e) 4,012 .06 Flat		(I-R) (AP) (J) (7¢, 42¢w, $1.82mo) (Julius Mathews Special Agency)	Salamanca Republican-Press Matthew Weber and Latham B. Weber, Pubs.	Matthew Weber (e) Latham B. Weber (me) T. Lea Smith (ce)	T. Lea Smith (sp) Miss Ethel Ann Evans (we)	Latham B. Weber (bm)	William Keeler (ram) Mrs. Carol W. Bennett (cam)	A. R. Hepfinger (ms)
	Address all correpondence to Matthew Weber, Editor.								
SARANAC LAKE 6,913	Adirondack Enterprise, 74 Main St., Tel.: 2 (e) 3,978 .06 Flat		(I-D) (AP) (5¢, 30¢w $1.25mo) (Thomas F. Clark Co., Inc.)	Adirondack Daily Enterprise James Loeb Jr. & Roger W. Tubby, Publishers	James Loeb, Jr. (e) Jon V. Sherwood (me) Frances Dickie (ce)	Arthur Rogers (sp) Frances Dickie (we)	James Loeb, Jr. (gm)	Joseph Evans (ad) Margaret Wilson (ram)	Armand Amell (ms)

Are you selling MORE per capita in Rochester?

Highest PER CAPITA
FOOD STORE SALES

Highest PER CAPITA
DRUG STORE SALES

Highest PER CAPITA
AUTOMOBILE SALES

Highest PER CAPITA
FURNITURE, APPLIANCE STORE SALES

It's Tops among the BIG 4 Giant Markets in New York State....

If you sell through grocery stores your sales per capita should be 24% higher in Rochester than the average of the other three (New York, Buffalo and Syracuse) . . . if through drug stores, 68% higher.

If you sell through automobile dealers your sales per capita should be nearly three times higher (2.82 times to be exact) . . . if furniture and appliance stores handle your products then your per capita sales in Rochester should be about 25% higher.

And none of these other three should outrank Rochester, market vs. market, in any of these categories (nor in almost any other for that matter).

If your Rochester sales are not up to these high standards one of two things may be wrong:

1 You may be serving your Rochester trade through wholesalers located in other cities and crediting these bulk shipments to the wholesale market rather than to where they are sold at retail.

If this is so ask J. P. McKinney & Son about its Wholesale/Retail Formula which might help you solve this very common problem in setting sales quotas.

2 Perhaps your sales promotion and advertising in Rochester is lagging . . . maybe it isn't up to your Rochester potential. In which event, too, a J. P. McKinney man can help you examine your comparison with your competition and your potential.

Your Newspaper Advertising . . . in the Rochester market will not only give you complete penetration in the more than ½ million Metropolitan district population, but also in the rich 8-county area served by the Rochester Times-Union and Democrat & Chronicle. You will get more intensive family coverage than is offered by many famous newspapers within their local ABC city zones.

And you can buy full color advertising at Milline costs that are rarely matched by comparable newspapers.

. . . Almost Every Family in Metropolitan Rochester Buys and Reads One or Both of these Two Great Newspapers

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Democrat & Chronicle — MORNING AND SUNDAY

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SARATOGA SPRINGS. 15,473 15,473-ABC-CZ	Saratogian, Lake & Maple Aves., Tel.: 2580 (e) (ABC) 11,529	.09 Flat	(I-R) (AP) (7¢, 42¢w) (J. P. McKinney & Son)	Saratogian, Inc.	Fred G. Eaton (me)... Gordon Lessels (ce)	Wm. Connelly (sp).....	T. P. Dolan (gm)..... T. J. Quilty (cm)	T. P. Dolan (mga)..... E. J. Lanfear (ram)	Frank Kirby (ms)
SAUGERTIES..... 3,907 (Village) 9,300 (Town)	Post, 11 Jane St. Tel.: CHerry 6-2838. (e) 1,825	.05 Flat	(I) (UP) (J) (5¢, 30¢w, $1.25mo) (none)	The Saugerties Daily Post, Inc. Orin Lehman, Pres. Oliver Stalter, Pub.	Oliver Stalter (e).....	Arthur DeCelle (ne)..... Rita Gavigan (we)	Oliver Stalter (gm)..... William Momeyer (cir. dir.)	Ralph Keever (ad)..... Fred Pflum (ram) Fred Pflum (am)	Robert Shultis (ms)
SCHENECTADY..... 91,785 131,964-ABC-CZ	Gazette, 332 State St., Zone 1, Tel.: FR 4-4141 (m) (ABC) 45,333	.20 Flat	(I) (AP, UP) (5¢, 30¢w) (Reynolds-Fitzgerald, Inc.)	Daily Gazette Co..... John G. Green, Pres. Pub.	John E. N. Hume, Jr. (e) Orazio Ottaviano (ce)	John Hugerich (sp)..... Maud Welin (we)	John G. Green (gm)..... David C. Hume (bm) Elmer Laycock (cm)	John W. Eddy (adv. mgr.) James E. Brown (mga) Judson A. Creasy (ram) Earle P. Blanchard (cam)	A. H. Pauley (ms)
	Union Star (1), 211 Clinton St., Tel.: FRanklin 4-3131 (e) (ABC) 36,225	.18 Flat	(I) (AP, UP) (5¢, 30¢ w) (Kelly-Smith Co.)	Schenectady Union Publishing Co. C. W. Callanan, Pres.	Philip H. Wertz (eep) H. R. Ekins (me) D. E. Smith (ce)	Jerry Ashe (ne)..... A. De Santis (sp) Mrs. Susan Clark (we)	Andrew P. Kellogg (gm) Perkins M. Hart (asst. gm) R. T. Wilson (cm)	Perkins M. Hart (ad)... Laurence E. Nyland Stanley L. Goodwin (ram) Donald R. Hathaway (cam)	D. R. Hathaway (pm)
STATEN ISLAND.....	This is Richmond Borough, a part of New York City. See New York City for newspaper listing.								
SUFFERN..... 4,010	Rockland Independent (d)	Flat	(Ralph R. Mulligan Agency)	Ramapo Valley Printing Co. Joseph R. Greenfield, Pres.	Margaret C. Hampton (me)	.....	Thomas J. Taranto (cm)..	John G. Morley (am)....	Geo. Mirick (ms)
SYRACUSE..... 220,583 285,152-ABC-CZ	Herald-Journal, Zone 1, Tel.: 2-0211 (e) (ABC) 133,214 .60 ..... Herald-American (S) (ABC) 205,658 .56 Flat		(I) (AP, UP, NANA, INS) (7¢, 20¢S, 30¢ w-d, 45¢w-d&S, $2mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Herald Co..... E. A. O'Hara, Pres.-Pub.	Harold Addington (eep) Alexander F. Jones (exec. e) Karl McElroy (me) Kenneth F. Sparrow (ce)	Robert M. Hoffman (ne) Arnold Burdick (exec. sp) Francis R. Woolever (sp) Arlene La Rue (we)	C. H. Rinne (bm)..... Lewis T. Kennedy (cm)	Chauncey S. Hurley (ad) R. O. Smith (mga) F. Wesley Geerer (ram) Sander A. Stone (cam)	Gordon Druehl (apm) Mr. John Douglas (ms)
	Post-Standard, 300 E. Fayette St., Zone 1, Tel.: HA 2-1431 (m) (ABC) 107,945..... ..... Sunday edition (S) (ABC) 109,060 .30 Flat Combined daily* (me) (ABC) 241,159 .60 Flat *Combined Post-Standard and Herald-Journal (me)		(I) (AP, CDN) (*S) (7¢, 20¢S, 50¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Post-Standard Co. S. I. Newhouse, Pres. Stephen Rogers, Pub.	R. L. Voorhees (eep-e) J. Leonard Gorman (me) James M. Annan, Jr. (ce)	Loren Bailey (ne) Wm. V. Reddy (sp) Alice F. Keegan (we)	Stephen Rogers (gm) Henry H. Keller (bm) Harry L. Felts (cm)	Henry H. Keller (ad).... Richard Van Patten (mga) Max E. Elliott (cam)	.....

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TROY CITY ZONE MARKET FIGURES:

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(220,000 in entire market)

Effective Buying Income: $218,379,000

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Food Sales: $45,498,000

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Automotive: $24,144,000

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TARRYTOWN-NORTH TARRYTOWN 8,851—Tarrytown 8,740—North Tarrytown 17,591-ABC-CZ	News, 144 Valley St., Tel.: ME 1-5000 (e) 5,607	.085* Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Wallace Odell (e) Joseph Naar (me) Robert M. Austin (ce)	Patrick A. Digilio (sp)	William J. Cannon (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Alfred P. Lyon (cm)	Aloys A. Robert (ram) A. H. Francis (mga) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)

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TONAWANDA & NORTH TONAWANDA 19,555 —Tonawanda 31,276 —N. Tonawanda 50,831 Special Census taken April, 1957 by U. S. Department of Commerce Bureau of the Census Washington 25, D. C.	News 83 Webster St., Tel.: LU 1000 (e) 15,663 .11	Flat	(I) (UP) (5¢, 30¢w) (The Julius Mathews Special Agency, Inc.)	Tonawanda Pub. Co. Ruth B. Hewitt, Pres. Ruth L. Hewitt, V-Pres.-Treas.	Harvey Hough (eep-me) Ruth L. Hewitt (e) Kelly Simon (ce)	Lou Simon (sp) Ruth Bohlen (we)	Ruth L. Hewitt (gm) Leo T. Celehar (bm) Earl E. Graf (cm)	Alan Baer (ad) George Meola (cam)	Ruth L. Hewitt (pm-apm)
TROY 72,311 120,819-ABC-CZ	Record, 501 Broadway, Tel.: AShley 2-2000 (m) 6,681 Times-Record (e) 40,593 Combined daily (me) 47,274 .20	Flat	(I) (AP, UP, INS) (7¢, 42¢w, $1.30 mo)	Troy Record Co. Frank L. York, Pres.-Pub.	Dwight Marvin (eep-e) Joe. R. Snyder (ce) Cornelius A. McGrath (ce)	Alton T. Sliter (ne) J. J. McGrath (sp) Robert A. Fusco (sp) Rena Surprise (we)	Frank L. York (gm) Walter J. Kane (bm) Jos. J. LaChapelle (cm)	J. Arthur Viger (ad-mga) John F. Roy (ram) Walter J. Benedett (cam)	Cyrus B. Dingman (pm) Granville Hutchinson (ms)
UTICA 101,531 131,547-ABC-CZ 137,924-ABC-Par. 15	Press, 221 Oriskany Plaza, Zone 2, Tel.: 2-1111 (m) 26,881 .12 Observer-Dispatch (e) 46,067 .22 Combined daily (me) 72,948 Observer-Dispatch (S) 53,211 .22	Flat Flat Flat	(I-R) (AP) (7¢, 40¢w, $2.00mo) (J. P. McKinney & Son) (I-R) (AP) (7¢, 15¢S, 40¢w, $2.00 mo) (J. P. McKinney & Son)	Observer-Dispatch, Inc Frank E.Tripp, Pres. J. David Hogue, Vice Pres.	Mason C. Taylor (eep) Gilbert P. Smith (me-P) William J. Woods (eep-e) Charles A. King III (me-OD) Calvert L. Asher (ce) Tony Vella (ce-P)	Neal A. Bintz (ne) Leonard Wilbur (sp) John W. Kelley, Jr.(Su) Leonard Wilbur (sp) Diane Pimpinella (we)	J. David Hogue (gm) George C. Wertz (bm) Cyrus H. Favor (cm) J. David Hogue (gm) George C. Wertz (bm) Arthur J. Vaeth (cm-OD)	Floyd A. Piper (mga) Eugene M. Sourla (ad) William M. Baaske (cam)	Cyrus H. Favor (pm) Earl N. Hughes (ms)
WATERTOWN 34,350 37,891-ABC-CZ 40,227-ABC Par. 15	Times, 126-132 Arcade St., Tel.: 27 (e) 43,031 .22	Flat	(I-R) (AP, UP, CDN, NANA, INS) (7¢, 42¢w) (Reynolds-Fitzgerald, Inc.)	The Brockway Co. John B. Johnson, Pres.-Pub.	John B. Johnson (eep-e) Gordon W. Bryant (exec. e) Frederick H. Kimball (ce)	John G. Case (sp)	Louis Saiff, Jr. (gm-bm) Alton H. Adams (cm)	Henry P. Thompson (am) William Saiff (cam)	
WELLSVILLE 6,402	Reporter, 159 N. Main St., Tel.: 53 (e) 4,626 .06	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency)	Wellsville Daily Reporter, Inc. E. Willard Barnes, Pres.-Pub.	E. Willard Barnes (e) Rae Rowan (me)		E. Willard Barnes (gm-bm-cm)	Laurence J. Pflager (mga-ram)	R. C. Cook (ms)
WHITE PLAINS 43,466 43,466-ABC-CZ 49,580 ('57 Spec. Cen.)	Reporter Dispatch, 8 Church St., Tel.: WH 9-8200 (e) 28,017 .155*	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Benjamin H. Carroll (e) James F. Gressler (ce)	Louis J. Lynch, Jr. (sp)	Benjamin H. Carroll (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) George B. Kullman (cm)	T. Eugene Duffy (ad) A. H. Francis (mga) Harold G. Hubbel, Jr. (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederickson (ms)

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YONKERS 152,798 152,798-ABC-CZ 174,440 ('57 Spec. Cen.)	Herald Statesman, Larkin Plaza, Zone 1, Tel.: YO 5-5000 (e) 39,890 .20	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	The Herald-Statesman, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Oxie Reichler (e) David S. Jensen (ce)	Edward C. Croke (sp)	Frank S. Baker (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) John M. Knudson (cm)	John E. Sheils (ram) A. H. Francis (mga) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederickson (ms)

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	Record (S) 11,250 .22	Flat	(D) (3¢, 5¢S) (none)	Terence A. Brady, Pub.				T. A. Brady (ad)	
	Times (m) .20	.13	(I) (J) (5¢, 25¢w) (none)	James A. Martinelli and Ralph Martinelli, Jr., Co-Pub.	J. A. Martinelli (e)		J. A. Martinelli (bm)		

NORTH CAROLINA

AHOSKIE 3,579	Roanoke-Chowan News (e ex Mon. (e ex Mon.) 3,093 .06 Sunday edition (S) 3,093 .06	Flat Flat	(I) (AP) (5¢, 5¢S, 20¢w, 80¢mo) (Moran, Hedekin and Fisher)	Daily News Co. (a partnership)	L. Blanchard (eep-ce) F. Roy Johnson (e-me)	Lucius Blanchard (ne) Mrs. Margaret Johnson (we)	F. Roy Johnson (gm-bm)	Lucius Blanchard (ad-mga-ram-cam)	Lucius Blanchard (pm-apm)
ASHEVILLE 53,000 77,241-ABC-CZ 83,343-ABC-Par. 15	Citizen, 14 O. Henry Ave., Tel.: AL 2-5611 (m) 37,057 Times (e) 24,986 Combined daily (me) 62,043 .26 Citizen-Times (S) 55,154 .26	Flat Flat	(I-D) (AP, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo-d&S) (Ward-Griffith Co., Inc.)	Asheville Citizen-Times Publishing Co. Robert Bunnelle, Pub.	Claude S. Ramsey (exec.-e) C. K. Robinson (eep-CT) Geo. W. McCoy (eep-C) W. S. Adams (eep-T) Richard B. Wynne (me-C) Jas. M. Rogers (met-T) Douglas Reed (ce-C) Horace Posey (ce-T)	Bob Terrell (sp-C) Al Geremonte (sp-T) Gertrude Ramsey (we-S) Mrs. C. N. Burton (we-C) Joan McLean (we-T)	John R. Marks (cm) John Schell (Auditor)	Roy Philips (ad) John E. Jones (cam)	
BURLINGTON 24,560 34,453-ABC-CZ	Times-News, 707 S. Main St., Tel.: CA 6-1205 or 6-4417 (e) 16,967 .10	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Ward-Griffith Co.)	Times-News Pub. Co. D. A. Rawley, Sec.-Treas. Mrs. R. B. Terry, Pres.	Staley Cook (e-gm) Howard White (me)	C. W. Hunter (sp) Mrs. Ralph Norwood (we)	Staley A. Cook (gm) Rudy Fonville (bm) James Wagoner (cm)	Ray J. Nally (am) Howell Foust (cam)	H. W. Puckett (ms)
CHARLOTTE 134,042 154,425-ABC-CZ 190,000-ABC-Par. 15	News, 126 S. Church St., Zone 1, Tel.: ED 3-0303 (e) 66,261 .28	Flat	(I) (AP) (5¢, 10¢Sat., 35¢w, $1.50mo) (The Katz Agency, Inc.)	Charlotte News Pub. Co. Thomas L. Robinson Pres.-Pub.	Cecil Prince (e) Richard L. Young, Jr. (me) Waldo Proffitt, Jr. (ce)	W. W. Weisner (ne) Robert G. Quincy (sp) Mrs. Marie Adams (we)	B. S. Griffith (gm) Huey Stinson (cm)	Robert H. Lampee (ad) Victor R. Goeller (ram) James Edward Cook (mga) H. A. Rouser (cam)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLOTTE —Continued	Observer, 600 South Tryon St., Zone 1, Tel.: ED 2-7121 (m) 151,649	.46	Flat	(I) (AP, UP, CDN) (5¢, 15¢S, 45¢w-d&S, $1.95mo-d&S) (Story, Brooks & Finley)	Knight Publishing Co. James L. Knight, Pres.-Pub. E. B. Hunter, Asst. Pub.	C. A. McKnight (e) Randolph Norton (me) Tom Fesperman (nme) Hal Tribble (asso. ed) Walter Damtoft (ce)	H. M. Thompson (Su) W. B. Kelley (ex-sp) Wilton Garrison (sp) Jane Rogers (we)	J. E. Dowd (gm) J. G. Ward (cm) F. H. Trull (com)	R. J. Alander (am) B. J. Kelley (mga) W. W. Moores (cam)	Dave Henes (pm) W. B. Sandlin (ms)
	Sunday edition (S) 169,009	.49	Flat							
CONCORD 16,486 25,248-ABC-CZ 26,637-ABC Par. 15	Tribune, S. Union, Tel.: ST 2-3155 (e ex Sat.) 9,097	.08	Flat	(I-D) (AP) (5¢, 35¢w-d&S) (Burke, Kuipers & Mahoney, Inc.)	Concord Tribune, Inc. A. W. Huckle, Pres.	Earl Kelley (News Director)	H. Hickman (sp) Helen Lyerly (we)	E. Ray King (bm) Howard Long (cm)	E. Ray King (ad) W. Thos. Williams (mga-ram) Sally Magill (cam)	W. Thos. Williams (apm) Reuben Utley (ms)
	Sunday edition (S) 9,207	.08	Flat							
DUNN 6,316	Record, Tel.: 3117-3118 (e ex Sat.) 4,487	.06	Flat	(D) (UP) (5¢) (none)	Record Pub. Co., Inc. Hoover Adams, Pres.-Pub.	Hoover Adams (eep-e-me) Mel Adams (ce)	Hoover Adams (ne) Henry Adams (sp)	Hoover Adams (gm-bm) Janice Partin (cm) Mel Adams (com)	Jean Gullory (ad-cam) Susan Black (mga)	Hoover Adams (pm) Ted Crail (apm)
DURHAM 71,311 79,354-ABC-CZ 87,000 '58 Est.	Herald, Market St., Zone 1, Tel.: 2-8181 (m) 32,289	.....	.....	(D) (AP, UP) (5¢, 15¢S, 35¢w-e, 40¢ m&S, $1.30mo-e; $1.75mo-m&S) (The Katz Agency, Inc.)	The Durham Herald Co., Inc. Carl C. Council, Pres.	Steed Rollins (eep-e-H) John R. Barry (eep-e-S) J. H. Shumaker (me-H) H. B. Webb (me-ce-S) Russell Clay (ce-H)	Jack Horner (sp-H) Hugo Germino (sp-S) L. E. Hodges (Su)	Carl C. Council (gm) D. J. Germino (bm) W. C. Carrington (cm)	Elwood C. Horne (ad) R. L. Blackwell (mga) A. F. Dailey (ram) C. C. Mulholland, Jr. (cam)	E. T. Rollins, Jr. (pm) E. H. Moore (apm) J. R. Dowdy, Jr. (ms)
	Sun (e) 24,473	.....	.....							
	Combined Daily (me) 56,762	.26	Flat							
	Herald (S) 38,619	.22	Flat							
	Morning & Sunday (mS) 70,908	.39	Flat							
	Evening & Sunday (eS) 63,092	.34	Flat							
ELIZABETH CITY 12,685 12,685-ABC-CZ	Advance, 213-217 S. Water St., Tel.: 4311 (e) 7,745	.08	Flat	(I) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Advance, Inc. Dear Publications J. Albert Dear, Pres.	Fred Haney (eep-e)	Fred Haney (ne) Bessie Culpepper (we)	G. Norman Benjamin (bm) David R. Dear (cm)	G. Norman Benjamin (mga) O. M. Montgomery (ram) Frances Wood (cam)	Latham Umphlett (ms)
FAYETTEVILLE 34,715 41,795-ABC-CZ	Observer, Hay St., Tel.: HE 2-4161 (e) 24,286	.14	Flat	(I) (AP, INS) (5¢, 15¢S, 30¢w, 40¢w-e&S, $1.30mo-e, $1.75mo-e&S) (Ward-Griffith Co., Inc.)	Fayetteville Pub. Co. Richard M. Lilly, Pres.-Pub. George G. Myrover, Asst. Pub.	Gibson Prather (me) Robt. L. Gray (exec. e)	Preston Sparrow (Su) Ed Seaman (sp) Allene Moffitt (we)	Richard M. Lilly (gm) G. S. Crook (bm) Dan Currie (cm)	John Roberts, Jr. (ad-mga-ram) Elizabeth Cochran (cam)	John Roberts, Jr. (pm-apm) Alex Shaw (ms)
	Sunday edition† (S) 19,790	.14	Flat							
	†First edition published Jan. 6, 1957.									
GASTONIA 23,069 34,389 (Spec. U. S. Census '55) 50,919-ABC-CZ	Gazette (e) 20,357	.12	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Johnson, Kent, Gavin, & Sinding, Inc.)	Gazette Pub. Co., Inc. J. W. Atkins, Pres.-Pub.	Ben E. Atkins (e) Ed Mitchell (me) Lyle Edwards (ce)	Lyle Edwards (ne) Ken Alexander (sp) Zoe K. Brockman (we)	Ben E. Atkins (gm) Richard Upton (bm-cm)	Stewart Atkins (ad) Jo White (mga) Clyde W. Hill (ram) Loyd Rose, Jr. (cam)	Bob Alexander (apm) Hoyle Phillips (ms)
GOLDSBORO 21,454 25,922-ABC-CZ	News-Argus, 116 N. James St., Tel.: 422 (e) 11,271	.09	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (General Advertising Service, Inc.)	Wayne Printing Company, Inc. Hal H. Tanner, Pres.-Pub.	Henry Belk (e) Eugene Price (me)	Jack Lee (sp) Jean Powell (we)	Hal H. Tanner (gm) James Roe (cm)	William Wooters (ad) A. F. Carrere (ram) George Summerlin (cam)	.....
GREENSBORO 74,389 101,489-ABC-CZ 114,370-ABC Par. 15	News (m) 85,324	.34	Flat	(I) (AP, UP) (5¢d, 15¢S, 30¢w-e, 40¢w-m&S) (Jann & Kelley, Inc.)	Greensboro News Co. E. B. Jeffress, Pub.	H. W. Kendall (e-N) Colvin T. Leonard (e-R) Henry L. Coble (Asst. me-N) Floyd F. Hendley (me-R) R. F. Farley (ce-N) R. T. Register (ce-N)	Miles H. Wolff (exec.e-N) James Reynolds (Su) Smith Barrier (sp-N) Earle Hellen (sp-R) Anne Cantrell White (we-N) Mrs. Phyllis McLeod (we-R)	C. O. Jeffress (gm) E. D. Nichols (cm)	George Lemons (ad) L. R. Sarra (mga) Chester A. Rose (ram) Leslie Ricketts (cam)	Harvey Yandle (ms)
	Record (e) 27,614	.18	Flat							
	Combined daily (me) 112,938	.37	.34							
	News (S) 97,601	.35	Flat							
	Evening and Sunday (eS) 125,215	.38	.35							
GREENVILLE 16,724 16,724-ABC-CZ	Reflector, 209 Cotanche St., Tel.: 6166 (e) 6,946	.075	Flat	(D) (AP) (5¢, 30¢w) (Thos. F. Clark Co., Inc.)	The Daily Reflector, Inc. D. J. Whichard, Jr., Pres.-Pub.	David J. Whichard (e) Alvin Taylor (ce)	Don C. Sehlienz (ne) Bill Arnold (sp) Mrs. Anne Singleton (we)	David J. Whichard (gm) John S. Whichard (bm) J. E. Keziah (cm)	John S. Whichard (ad) S. L. Bridgers (mga) Mike Brocato (cam)	.....
HENDERSON 10,996	Dispatch (e) 4,976	.05	Flat	(D) (AP) (5¢, 25¢w, $1.00mo) (De Lisser, Inc.)	Henderson Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis (eep-e-me) William B. Dennis (ce)	Richard Minor(ne) W. B. Dennis (sp) Miss Vera Savage (we)	Henry A. Dennis and M. L. Finch (gm) M. L. Finch (bm) T. H. Smith (cm)	M. L. Finch (ad-mga)	S. N. Powell (ms)
HENDERSONVILLE 6,103	Times-News, 125 Sixth Ave. East, Tel.: OX 3-3441 (e) 6,357	.06	Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	The Times-News Co., Inc. C. M. Ogle, Pres.	J. T. Fain, Jr. (me) Leo H. Wise (ce)	J. T. Fain, Jr. (sp) Mrs. C. R. McManaway (we)	C. M. Ogle (gm) L. L. Terry (cm)	L. L. Terry (ad-ram) Mrs. C. H. Gilbert (cam) C. M. Ogle (mga)	J. B. Creech (ms)
HICKORY 14,755 27,197-ABC-CZ 29,500-ABC Par. 15	Record, 116 Third St. N.W., Tel.: DI 5-2336 (e) 19,058	.10	Flat	(D) (AP) (5¢, 25¢w) (Theis & Simpson Co., Inc.)	Hickory Pub. Co. L. C. Gifford, Pub.	L. C. Gifford (eep-e) Floyd Powell (me) V. G. Shuford (ce)	Charles Bowles (sp) Mrs. Mabel M. Rowe (we)	L. C. Gifford (gm-bm) Harold Smith (cm)	L. C. Gifford (mga) Burch Allison (ram) Mrs. Elberta Gragg (cam)	Lou Thornbrough (ms)
HIGH POINT 39,973 55,487-ABC-CZ	Enterprise, 305 N. Main, Tel.: 4560 (e) 23,476	.12	Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S, $1.40mo) (The Ward-Griffith Co.)	High Point Enterprise, Inc. Mrs. R. B. Terry, Co-Pub., Sec.-Treas. D. A. Rawley, Co-Pub. Pres.	Holt McPherson (e) Joe Brown (me)	Robert Marks (Su) Bill Hodges (sp) Madeline Hoover (we)	Vernon W. Idol, Jr. (bm) C. B. Loflin (cm)	C. W. Patterson, Jr. (ad) Edwina Schramm (mga) Frank Jones (cam)	Harvey Mathews (ms)
	Sunday edition (S) 23,529	.12	Flat							
JACKSONVILLE 3,960 21,922-ABC-CZ	Daily News (e ex Sun.) 6,570	.08	Flat	(I) (AP, UP) (7¢, 40¢w, $1.75mo) (Inland Newspaper Representatives, Inc.)	Daily News J. B. Robinson, Pres.-Pub. James M. Robinson, Asst. Pub.	James Wyant (e)	Evelyn Tounsley (we)	J. B. Robinson (gm-bm) Don Peterson (cm) Earl Barlow (com)	Wm. K. Glasgow (ad)	J. R. Pennington (ms)
KANNAPOLIS 28,448 37,556-ABC-CZ	Independent Tel.: 2181 (e ex Sat.) 10,891	.09	Flat	(I) (INS, UP) (5¢, 10¢S, 35¢w-d&S, $1.55mo) (Johnson, Kent, Gavin & Sinding Inc.)	Kannapolis Pub. Co. James L. Moore, Pres.-Pub. H. W. Safret, Asso. Pub.	W. W. Workman (me) Bill Bailes (asso. e) Randolph Hancock (mag.-e)	Frank Patterson (sp) Mrs. Betty Moore (we)	James L. Moore (gm) B. P. Reynolds (bm) W. W. Bonds (cm)	L. F. Gilliam (ad) Faye Swing (ram) Dorothy Fulford (cam)	Elizabeth O. Hancock (rd) Randolph S. Hancock (pm) B. T. Nobles & Charles Moore (ms)
	Sunday edition (S) 10,539	.09	Flat							
KINSTON 18,336 23,096-ABC-CZ 26,234-ABC Par. 15	Free Press (e) 9,929	.08	Flat	(I-D) (UP) (5¢, 30¢w, $1.30mo) (Ralph R. Mulligan)	Kinston Free Press Co., Inc. H. Galt Braxton, Pres.-Pub. T. Frank Horton, Treas.	H. Galt Braxton (eep-e) J. P. Strother (me) Herald Latham (ce)	James P. Register (ne) Lloyd Whitfield (sp)	H. Galt Braxton (gm) A. M. Stroud (asst. gm)	H. Galt Braxton (ad-mga) J. S. Weedman (ram)	J. F. Ballard (ms)
LENOIR 7,888 10,325	News Topic, South Mulberry St., Tel.: PL 4-5336 (e) 6,250	.07	Flat	(D) (AP) (J) (5¢, 25¢w, $1.00mo) (none)	Lenoir N-T., Inc. L. A. Dysart, Pres.	Kearney C. Pearce (eep-e) Miss L. Odem (me) John L. Maker (ce)	Burgess Howard (sp)	Kearney C. Pearce (gm-bm) Jim Sparks (cm)	M. H. Shumway (ad-mga-ram)	Rush Cole (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LEXINGTON 13,571 13,571-ABC-CZ	Dispatch, 30 E. 1st Ave., Tel.: CH 6-2310 (e) 7,894	.075 Flat	(D) (AP) (5¢, 35¢w) (Burke, Knipers & Mahoney, Inc.)	The Dispatch Pub. Co. C. V. Sink, Pres. Joe S. Sink, Pub.	E. E. Witherspoon (eep-e) Fred O. Sink (me) J. E. McCrary (ce)	Fred O. Sink (ne) "Scoop" McCary (sp) Miss Nancy Alley (we)	Joe S. Sink (gm-bm) R. M. Cust (cm)	J. L. Beck (ad-mga) Mrs. F. O Sink (cam)	H L. Banks (ms)
LUMBERTON 9,186 14,448 (Spec. U.S. '55 census) 11,634-ABC-CZ	Robesonian, 119 W. 5th, Tel.: 4322 (e ex Sat.) 7,076	.07 Flat	(I-D) (AP) (5¢, 25¢w) (none)	The Robesonian, Inc. J. A. Sharpe, Jr., Pres.	J. A. Sharpe, Jr. (e). Penn Gray (ce)	Charlie Ryan (ne) Bill Norment (sp) Mrs. Carrie Stevens (we)	A. M. Sharpe (bm) Boyd Mincey (cm)	A. E. Brannock, Jr. (ad)	A. M. Sharpe (pm) Tony Chicelli (ms)
MORGANTON 8,611 8,611-ABC-CZ	News-Herald, N. Sterling (e ex Sat.) 5,200	.075 Flat	(I-D) (AP) (J) (5¢, 25¢w) (Thomas F. Clark Co.)	News-Herald Publishing Co. Beatrice Cobb, Pres. J. D. Fitz, Vice-Pres. W. Stanley Moore, Sec.-Treas.	W. Stanley Moore (e-eep)	J. W. Long, (sp) Edna Mae Herman, (we)	J. D. Fitz (gm) Charles Miller (cm)	J. D. Fitz (mga) George Gilliam (cam)	James Cornwell (ms)
NEW BERN 15,812 18,276-ABC-CZ	Sun-Journal (e) 8,594	.07 Flat	(I) (AP) (5¢, 25¢w) (Ward-Griffith Co., Inc.)	Sun-Journal, Inc T. M. Diggs, Pres.-Pub.	T. M. Diggs (eep-e-me)	James L. Liverman (sp) Mrs. A. J. Flowers (we)	T. M. Diggs (gm) C. T. Midyette, Jr. (bm) Philip Dixon (cm) J. M. Pope (cm)	C. T. Midyette, Jr. (mga) Fred B. Pendleton (ram) Gertrude Connolly (cam)	Gilbert Scales, Jr. (ms)
RALEIGH 65,679 84,084-ABC-CZ 101,488-ABC-Par. 15	News & Observer, 215 S. McDowell St., Tel.: TEmple 2-4411 (m) 123,658 Sunday edition (S) 137,198 Times (e) 20,189 Combined daily (me) 143,847 Evening and Sunday (eS) 157,387	.43 Flat .43 Flat .43 Flat .17 Flat .45 Flat	(I-D) (AP, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Branham Co.) (I) (AP) (5¢, 30¢w) (The Branham Co.)	The News & Observer Pub. Co. Frank A. Daniels Pres. Josephus Daniels, Jr., C of B	Jonathan Daniels (eep-e-N & O) Sam Ragan (Exec. e N & O-T) Herbert O'Keefe (e-T) Woodrow Price (me-N & O) William Womble (ce-N & O) Bob Brooks (asst. ce-N & O) James Chaney (se-N & O)	Tom Wood (ne-ce-T) Dick Herbert (sp-N & O) Bruce Phillips (sp-T) Dorothy Cameron (we-N & O) Bette Elliot (we-T) Dick Herbert (sp-N & O)	Frank A. Daniels (gm) Charles H. Herring (cm)	R. H. Carson (ad) Alfred B. Clem (cam) Wm. H. Duncan (mga)	R. H.Carson (apm) Noel G. Blackard (ms)
REIDSVILLE 11,708	Review, 116 N. Scales St., Tel.: DIckens 9-4331, 4332, 4333 (e ex Sat.) 5,748	.06 Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Gallagher-DeLisser, Inc.)	The Review Co., Inc. W. M Oliver, Pres.	C. R. Oliver (eep)	John A. Oliver (ne-sp)	C. R. Oliver (gm-bm)	C. B. James (ad-ram).	C. R. Oliver (pm) L. O Maus (ms)
ROANOKE RAPIDS 8,156 11,612-ABC-CZ	Herald (e) 4,552 Sunday edition (S) 4,608	.06 Flat .06 Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w, $1.30mo) Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Milton I. Wick, Pres. James L. Wick, Ch. of Bd Don Hall, Pub.	Don Hall (eep-e) Richard Kern (me)	Jerry Block (sp) Carter Crott (we)	Don Hall (gm)	Kyle Cox (ad. mgr.) Ed Elmore (cam)	Don Hall (pm) Morris Lancaster (ms)

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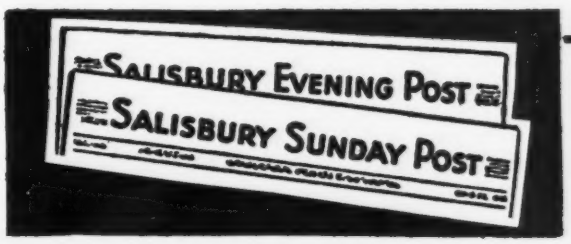

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ROCKY MOUNT........ 27,697 30,193-ABC-CZ	Telegram (e) 13,453 Sunday edition (S) 13,532	.10 .10	Flat Flat	(I-D) (AP) (5¢, 15¢S, 35¢w) (Ward-Griffith Co., Inc.)	Rocky Mount Pub. Co., Inc. J. L. Horne, Jr., Pres. Pub.	V. F. Secriest (me) ... Josh L. Horne, Jr. (e) Bob Wilson (ce)	Clinton Andrews (Su) .... Vivian McMillan (we) Bob Williams (sp)	A. L. Brandon (gm-bm) .. Jack Stidfole (cm)	A. L. Brandon (ad) ..... Theresa Braswell (mga) Frank James (cam)	J. M. Davis (ms)
SALISBURY ~~SPENCER-EAST SPENCER~~..... 25,788 30,258-ABC-CZ	Post, 123 W. Innes. Tel.: 2100 (e) 17,813 Sunday edition (S) 17,894	.11 .11	Flat Flat	(I-D) (AP, INS, UP, AP Photofax) (5¢, 10¢S, 35¢w-d&S) (Ward-Griffith Co., Inc.)	Post Pub. Co., Inc. .... P. G. Laughridge, Pres. J. F. Hurley, Pub.	Spencer Murphy (exec. e) George Raynor (me) H. F. Lucas (ce)	Horace Billings (sp) Mrs. Mary L. Collins (we)	J. F. Hurley (gm-bm)..... John Rink (cm)	P. G. Laughridge (ad-mga-ram) Titus Leonard (cam)	P. G. Laughridge (pm-apm) F. H. McRae (ms)
SANFORD............... 10,013 10,013-ABC-CZ	Herald, 208-210 St. Clair Court, Tel.: Bus.—SP4-8641; Edit.—SP4-8661; Adv.—SP4-8651 (e) 6,186	.07	Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (none)	Herald Pub. Co. .... W. E. Horner, Pub.	Charles McWilliams (eep-e) Carol Camp (me)	James Blakeley (sp)..... Edna Byerly (we)	W. E. Horner (gm-bm) ... Frank Walls (cm)	J. R. McIver (ad) .... Norman Branch (mga)	....
SHELBY.................. 15,508 17,668-ABC-CZ	Star, 217 E. Warren, Tel.: 2-1441 (e) 11,089	.09	Flat	(I-D) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Star Pub. Co............. Lee B Weathers, Pres.-Pub.	Lee B. Weathers (e)... David E. Gillespie (me) Richard L. Shelton, Jr. (ce)	Chas. L. Keel, Jr. (ne) Bob Crissman (sp) Mrs. Renn Drum (we)	Henry L. Weathers (bm) Ned N. Smith (cm)	L. E. Dail (ad) .... Joe Kendrick (cam)	Joe A. Hewitt (ms)
STATESVILLE	Iridell News (m) .... (S)	....	....	....	Mrs. Mary Hill Long, Pub.	....	....	Roger Brooks, Jr. (gm) ... Lee W. Shaver (cm)	....	....
STATESVILLE.......... 16,901 16,901-ABC-CZ	Record & Landmark, 220 E. Broad St., Tel.: 5251 (e) 10,177	.09	Flat	(I-D) (UP) (5¢, 25¢w) (Inland-Newspaper Representatives, Inc.)	Statesville Daily Record, Inc. J P. Huskins, Pres.	J. P. Huskins (e) Henry P. Bilyeu (me)	L. F. Amburn (ne) ..... Jerry Josey (sp)	J. P. Huskins (gm) .... Mrs. Pauline Middlesworth (bm) Carl Felts (cm)	John Kiser (mga) .... Mrs. Virginia Moose (cam)	Melvin Yarnall (ms)
TARBORO 8,120	Southerner (e) 2,987	.05	Flat	(D) (AP) (INS) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	Tarboro Ptg. Co., Inc. H. C. Bourne, Pres.	B. M. Bass (e-eep-ce) V. H. Creech (me)	B. M. Bass (ne)........... Mrs. Della Bronson (we)	V. H. Creech (gm-bm).... J. R. Creech (em)	V. H. Creech (ad-mga-ram-cam)	V H. Creech (pm-apm) J. R. Creech (ms)
TRYON...................	Bulletin (m ex Sat.) 2,000	.045	.036	(I) (5¢d) (none)	Seth M. Vining, Pub. ..	Seth M. Vining (e)	Seth Vining, Jr. (sp).....	Seth Vining, Jr. (bm-cm)	Seth Vining, Jr. (cam)	Seth Vining (apm) Monte Deelman (ms)
WASHINGTON 9,698 10,119-ABC-CZ	News (e) 4,799	.06	Flat	(D) (AP) (5¢, 30¢w, $1.30mo) (Thos. F. Clark Co., Inc.)	Washington News Pub. Co. Ashley B. Futrell, Pres.-Pub.	Ashley B. Futrell (eep-e-me) Thomas E. Spencer (ce)	Thomas E. Spencer (ne) John Morgan (sp) Mrs. Mary Belle Toler (we)	Ashley B. Futrell (gm) ... Mrs. Mildred Paul (bm) Calvin Clark (cm)	Robert Keys (ad-mga-ram) Mrs. Lorena Roberts (cam)	Ashley B. Futrell (pm) Robt. Keys (apm) William Daniels (ms)
WILMINGTON 45,043 60,799-ABC-CZ	Star (m) 17,361 News (e ex Sat.) 10,725 Combined daily (me) 28,086 Star-News (S) 25,390	.... .17 .17	.... Flat Flat	(I-D) (AP,UP) (5¢, 10¢S, 60¢w-me&S) (The Branham Co.)	Star-News Newspapers Inc. Rye B. Page, Pub. Daisy G. Page, Co-Pub.	Al Dickson (exec-e) Chas. Hurst (me-S) Jim B. Wilson (me-N) Tom Inglis (ce-S) Roy Barron (ce-N)	Frank Barndollar (sp-S) Dan Greene (sp-N) Marion Ward (we-S) Joan Dressel (we-N)	Rye B. Page (gm)	J. L. Allegood (ram).... Walter E. Wood (cam)	George Hutchinson (ms)
WILSON................... 23,010 23,010-ABC-CZ	Times, 119 N. Goldsboro St., Tel.: 5151 (e) 9,876	.09	Flat	(D) (AP) (5¢, 30¢S, $1.30mo) (Thos. F. Clark Co., Inc.)	The Wilson Daily Times, Inc. Mrs. Elizabeth G. Swindell, Pres.-Pub. Paul Dickerman Associate Publisher	Mrs. Elizabeth G. Swindell (e) Vernon Morton (ce)	Bernard West (sp)....... Ann Faircloth (we)	Mrs. Elizabeth G. Swindell (gm) Mrs. Lee Sugg Vick (cm)	Paul Liles (ad)	Heywood Ferrell (ms)
WINSTON-SALEM...... 87,811 121,578-ABC-CZ	Journal, 416-420 N. Marshall St., Zone 1, Tel.: PA 5-2311 (m) 62,107 Twin City Sentinel (e) 38,842 Combined daily (me) 100,949 Journal-Sentinel (S) 73,270 Evening and Sunday (eS) 112,112 Morning and Sunday (mS) 135,377	.24 .24 .31 .24 .31 .31	.... Flat Flat Flat Flat	(I) (AP, UP) (5¢, 15¢S, 65¢w-d&S, $2.82mo-d&S) (Kelly-Smith Co.)	Piedmont Pub. Co....... W. K. Hoyt, Pres. W. K. Hoyt, Pub.	Reed Sarratt (exec. e) James B. L. Rush (eep) Worth Bacon (me-M) Nady Cates (me-E) Rom Weatherman (ce-M) Bill East (ce-E)	Francis Clingman (ne-M) Sherman Shore (Su-JS) Mal Mallette (sp dir.) Eliz. Trotman (we-M-E-S)	J. A. Gray (gm) .... D. J. Chipman (bm) Chas. F. Moester (cm) W. L. Maynard (com)	Rex Freeman (ad) .... George Spease (mga) Chester Bovender (ram) R. H. Marshall (cam)	Charles Noel (apm) C. L. Ray (ms)

NORTH DAKOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BISMARCK-MANDAN 18,640 Bismarck 7,298 Mandan 25,938-ABC-CZ 34,377-ABC Par. 15	Bismarck Tribune, Tel.: CA 3-2500 or CA 3-4104 (e) 12,728	......	......	(I) (AP) (J) (6¢, 35¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	The Bismarck Tribune Co. Stella I. Mann, Pres.-Pub.	John O. Hjelle (e) ..... Carl O. Arp (ce)	Art McKinney (sp) .... Mary Jane Low (we)	Wm. S. Moeller (gm)...... A. Glenn Sorlie (bm) Kurt H. Peters (cm)	Harry Bernstein (mga) Myrtle Doepke (cam)	Arthur Deneau (ms)
	~~(Mandan) Pioneer~~ ~~(e) 4,164~~ Combined edition ~~(e) 16,892~~	...... .15	...... Flat	(I-R) (AP) (5¢, 25¢w, $1 mo) (Johnson, Kent Gavin & Sinding and Northwest Daily Press Association)	Pioneer Pub. Co......... W. C. Tostevin, Pres.-Pub. E. D. Tostevin, Co-Pub.	Pat Phillips (e)	Pat Phillips (sp).......... Mildred Huth (we)	W. C. Tostevin (gm)....... Agnes Tostevin (bm) E. D. Tostevin (cm)	W. C. Tostevin (ad-mga) John Hermanson (ram)	Lew Wedge (ms)

NOTE: Tribune & Pioneer sold only as a unit.

DEVILS LAKE 6,427	Journal, 3rd St. & 4th Ave., Tel.: 207 (e ex Sat.) 4,428	.06	Flat	(R) (AP) (J) (5¢d, 25¢w) (Northwest Daily Press Association)	Journal Pub. Co. .... M. R. Graham, Pub.	R. L. Dushinske (e) ...	R. L. Dushinske (sp)	....	M. R. Graham (ad) ...... Phillip Reslock (ram) Eleanor Stephens (cam)	....
DICKINSON.............. 9,000	Press, 127 W. 1st St., Tel.: 4111, 4112, 4141, 4142 (m ex Mon.) 5,789	.08	Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association)	Dickinson Press, Inc. Samuel E. Burgess, Pres.-Pub.	Ad. Nordmarken (ce) Len Carroll (me)	E. J. Buckingham (sp) ..	Marjorie Rykowski (cm)	S. E. Burgess (ad)....... Emil Trzynke (ram) Elsie Franchuk (cam)	O. H. Anderson (ms)
FARGO.................... 38,256 53,126-ABC-CZ	Forum, Tribune & Daily News, 101 5th St. N., Tel.: 5-7311 (m ex Mon.) 28,926 Forum, Republican & Daily News (e) 24,071 Combined daily (me) 52,997 Sunday edition (S) 51,963 Evening and Sunday (eS) 76,034	.... .25 .25 .33	.... Flat Flat Flat	(I-R) (AP) (7¢d, 15¢S, 45¢w-eS, 40¢w-m&S) (Kelly-Smith Co.)	Forum Pub. Co. .... Norman D. Black, Jr., Pres.-Pub.	John D. Paulson (e-me) Ross Phipps (ne)	Wallace Lindell (ce)..... E. Fitzgerald (sp) Ruth Fairbanks (we)	Norman D. Black, Jr. (gm) Wm. C. Lontz (bm) Donald Bowker (cm)	James A. Black (ad) .... Ward Thorne (nam) Roy Thoreson (ram) Earl Johnson (cam)	V. A. Tardue (ms)

NOTE: On July 23, 1957, publication of Daily News in Moorhead, Minn., was suspended, and combined that paper with the Fargo Forum (N.D.), under the name The Fargo Forum, Daily Tribune and Moorhead Daily News, morning and Sunday; The Fargo Forum, Daily Republican and Moorhead Daily News, evenings. A Minnesota edition is published Tuesday thru Saturday with distribution of 12,000 copies in Minnesota.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GRAND FORKS 26,836 31,685-ABC-CZ 37,905-ABC-Par. 15	Herald, 114-120 S. Fourth St., Tel.: 4-4211 (e ex Sat.) 33,953	.20	Flat	(I-R) (AP) (7¢, 10¢S, 45¢w-e&S) (Ridder-Johns, Inc.)	Grand Forks Herald, Inc. M. M. Oppegard, Pres Pres.-Pub.	M. M. Oppegard (eep-e) Jack Hagerty (Exec. News Ed.) Lloyd C. Tinnes (ce)	E. C. Eyler (ne-day) F. J. O'Neil (ne-nt) C. D. Locklin (sp) Mrs. Edith Thompson (we)	M. M. Oppegard (gm) Thurman Sallade (bm) Byron Thomson (cm)	Henry Dibbern (ad-mga)	Harold M. Ward (ms)
	Saturday edition (Sat.) 12,231	.....	.....							
	Sunday edition (S) 33,019	.20	Flat							
JAMESTOWN 10,607	Sun (e) 5,388	.07	Flat	(I) (AP) (5¢, 30¢w, (Arthur Hagg & Associates and Northwest Daily Press Association)	Hansen Brothers, Inc. Gordon H. Hansen, Pres. B. G. Hansen, Pub.	Wm. Wright (eep)	Sam Lowe (sp)	B. G. Hansen (gm) R. C. Arness (cm)	G. H. Hansen (ad) Allen McCreedy (ram)	Myron Hart (ms)
MANDAN	See Bismarck-Mandan.									
MINOT 22,032 23,032-ABC-CZ 27,097-ABC Par. 15	News, Tel.: 31-145 (e) 23,609	.15	Flat	(I) (AP, INS) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding)	Minot Daily News Raymond C. Dobson, Pub. Hal S. Davies, Pres.	Jack Bone (ce)	Bernard Peterson (ne) James Sullivan (sp)	Herbert Paul (cm)	Thomas Miller (ad) O. A. Pederson (ram)	.....
VALLEY CITY 6,851	Times-Record, 146 N.E. 3, Tel.: 4 (e) 3,917	.05	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.20mo) (Northwest Daily Press Association)	The Valley City Times-Record, Inc. Owen Scott, Pres. Seth R. Carlson, Pub.	Stanley Cann (e-ce)	Harry Moore (ne) Stanley Cann (sp) Evelyn Gieger (we)	Seth Carlson (gm)	Robert Downs (ram)	Seth Carlson (pm)
WILLISTON 7,376 10,686 '56 Sp. Cen. 12,250 Loc. Est.	Herald (e ex Sun.) 7,504	.075	Flat	(I) (AP) (5¢, 30¢w) (Bogner & Martin)	Williston Herald Co. Harry E. Polk, Pres.	Harry E. Polk (e-me)	Harry E. Polk (ne) Mrs. Harry E. Polk (we)	Gene Springer (cm)	Chas. Stiles (ad)	Nick Hager (ms)

OHIO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AKRON 274,605 297,744 ('57 State Est.) 380,432-ABC-CZ 442,451-ABC Par. 15	Beacon-Journal, 44 E. Exchange St., Zone 9, Tel.: BL 3-1111 (e) 161,624	.40	Flat	(I-R) (AP, UP, INS, CDN) (*S) (5¢, 15¢S, 45¢w-d&S) (Story, Brooks & Finley, Inc.)	Beacon-Journal Pub. Co. John S. Knight, Pres.-Pub.	R. H. Stopher & J. S. Jackson (eep) Ben Maidenburg (exec. e) Murray Powers (me) D. Ben James (ce)	Ed Schoenleb (ne) Halleck Fry (Su) J. W. Schlemmer (sp) Betty Jaycox (we)	K. L. Milburn (bm) Joseph M. Aylward (cm)	A. F. Falk (mga) Roger A. Burrell (ram) Robt. M. Wheeler (cam)	Ralph Iula (pm) J. H. Curry (ms)
	Sunday edition (S) 170,311	.40	Flat							
ALLIANCE 26,161 30,123 ('57 State Est.) 33,381-ABC-CZ 36,838-ABC-Par. 15	Review, 28 S. Linden, Tel.: 6103 or 6229 (e) 15,119	.10*	Flat	(R) (AP) (J) (5¢, 30¢w) (John W. Cullen Co.)	Review Pub. Co. Alice C. Hoiles, Pres. Paul C. Siddall, Pub.	Clarence Steffy (eep-me) Wm. McCarty (ce)	Mrs. Althea Yarnell (we)	Henry Untch (cm)	C. E. DeGraw (mga) James I. Woods (ram) Frank Mathews (cam)	Kenwood Aufrance (ms)
	*$4.435 in combination with Ohio Select List.									
ASHLAND 14,287 15,828 ('57 State Est.) 15,196-ABC-CZ 16,511-ABC Par. 15	Times-Gazette, 40-46 E. 2nd St., Tel.: 3-1583 (e) 8,480	.07*	Flat	(I) (AP) (7¢d, 35¢w, $1.25mo) (John W. Cullen Co.)	Ashland Ptg. Co. R. M. Beer, Pres. Fred Koehl, V.Pres.	Don E. Beattie (eep-e) Cy Wainscott (ce)	Wayne Nyers (sp) Capitola Holm (we)	Dwight Richey (cm)	Scott Penrod (ad) Stuart Fluke (ram) Dale Brubaker (cam)	M. G. Bachmann (ms)
	*$4.435 in combination with Ohio Select List.									
ASHTABULA 23,696 26,355 ('57 State Est.) 27,501-ABC-CZ 29,746-ABC-Par. 15	Star-Beacon, 4626 Park Ave., Tel.: WY 23-116 (e) 17,716	.12*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Ashtabula Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	Ross Smith (e) Gene Masterson (ce)	Charles Hess (sp) Mrs. Ann Korb (we)	E. C. Hankins (bm) Wells Brocklehurst (cm)	E. C. Hankins (mga) Zane Fox (ram) Richard Moisio (cam) L. E. Gerrety (ad)	L. E. Gerrety (apm) H. Healy (ms)
	*$4.435 in combination with Ohio Select List and .31 in combination with Rowley Northeast Ohio Group.									
ATHENS 11,660 12,877 ('57 State Est.) 18,081-ABC-CZ	Messenger, 43 W. Union, Tel.: 3-1241 (e ex Sat.) 17,583	.10*	Flat	(I-R) (AP) (7¢, 10¢S, 35¢w-d&S) (John W.Cullen Co.)	Messenger Pub. Co. Mrs. G. H. Bush, Pres. Gordon K. Bush, Pub.	C. W. Reamer (eep) Charles Reamer (ce)	Jack Gilbert (ne) Roberta Burson (we)	Gordon K. Bush (gm-bm) Fred W. Weber (cm)	P. O. Nichols (ad-mga) Harold J. Baedecker (ram) Carl Sylvester (cam)	.....
	Sunday edition (S) 19,111	.10*	Flat							
	*$4.435 in combination with Ohio Select List.									
BELLAIRE	See Martin's Ferry.									
BELLEFONTAINE 10,232 11,093 ('57 State Est.) 10,232-ABC-CZ 11,174-ABC Par. 15	Examiner, 130-136 Court Ave., Tel.: 2-3060 (e) 9,418	.07*	Flat	(I) (UP) (5¢, 30¢w) (John W. Cullen Co.)	H. K. Hubbard & Co. T. E. Hubbard, Pub. Mrs. B. W. Schotters & Mrs. Kin Hubbard, Co-Pubs.-Non-Resident	T. E. Hubbard (e) Dalton Young (me)	.....	Hamilton McPeck (gm)	Hamilton McPeck (ad-mga) Lawrence Moots (ram)	.....
	*$4.435 in combination with Ohio Select List.									
BELLEVUE 6,906 8,500 ('57 Loc. Est.)	Gazette, 107 N. Sandusky, Tel.: 2-5201 (e) 3,500	.05*	Flat	(I) (UP) (J) (5¢, 27¢w $1.08mo) (John W. Cullen Co.)	Gazette Pub. Co. A. M. Callaghan, Pres. P. M. Callaghan, Pub	Paul A. Fisher (e-ce) Paul M. Callaghan (me)	Jeanette Link (we)	P. M. Callaghan (bm-cm)	Fred J. Edwards (ad-mga-ram)	Henry Wynne (ms)
	*$4.435 in combination with Ohio Select List.									
BOWLING GREEN 12,005 14,113 ('57 State Est.) 12,005-ABC-CZ 13,838-ABC-Par. 15	Sentinel-Tribune, 119-127 E. Wooster St., Tel.: 3-6551 or 3-6931 (e) 8,522	.07	Flat	(R) (INS) (6¢, 36¢w) (John W. Cullen Co.)	Sentinel Co. C. M. Haswell, Pres.-Pub.	Paul W. Jones (e)	Dean Roach (sp) Minniebelle Conley (we)	C. M. Haswell (gm) Fermont Fluhart (cm)	Robert Reider (ad-ram-mga) Sue Armstrong (cam)	Robert Reider (pm) David Willmarth (apm) Melvin Minnich (ms)
BRYAN 6,365	Times, 108 E. Butler, Tel.: 6-1111 (e) 4,439	.06	Flat	(I) (INS) (5¢, 30¢w) (Shannon & Assocs., Inc.)	Bryan Times Publishing Co. Cass Cullis, Pres.	Cass Cullis (me) Herbert Lewis (ce)	Herbert Lewis (ne) Edna Goller (we)	Ford Cullis (gm-bm-cm)	Mrs. Mary Stockwell (mga)	Ford Cullis (pm-apm) Warren Struble (ms)
BUCYRUS 10,327 10,327-ABC-CZ 11,667-ABC-Par. 15	Telegraph-Forum, W. Rensselaer, P. O. Box 471, Tel.: 4-1881 or 3-2831 (e) 7,407	.065*	Flat	(I-R) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Freedom Nsprs. Inc. R. C. Hoiles, Pres. Adam Boryczka, Pub.	A. J. Boryczka (eep-e) Donald Wynn (me) F. G. Kirby (ce)	Dorothy Stover (we)	Adam Boryczka (gm-bm) Ben Anslow (cm)	Franklin D. Armstrong (ad-mga-ram-cam)	F. D. Armstrong (apm) H. C. Wolfe (ms)
	*$4.435 in combination with Ohio Select List.									
CAMBRIDGE 14,739 16,279 ('57 State Est.) 19,355-ABC-CZ 21,126-ABC-Par. 15	Jeffersonian, 821 Wheeling Ave., Tel.: 2-6291 (e) 13,964	.09*	Flat	(I) (UP) (7¢, 36¢w) (John W. Cullen Co.)	Jeffersonian Co. T. S. Moorehead, Pres.	Robert W. Amos (e)	A. Milner (sp) Janice Roe (we)	T. S. Moorehead (gm) John Peters (bm) Robt. S. Moorehead (cm)	John Peters (mga) Victor Larrick (ram) W. A. Smith (cam)	Robt. S. Moorehead (pm) Frank Perone (ms)
	*$4.435 in combination with Ohio Select List.									
CANTON 116,912 122,688 ('57 State Est.) 160,797-ABC-CZ	Repository, 500 Market Ave. S., Zone 2, Tel.: GL 4-5611 (e) 68,892	.23	Flat	(R) (AP, INS; NANA) (5¢, 15¢S, 45¢w-d&S) (Story, Brooks & Finley, Inc.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub. Clayton G. Horn, Exec. Ed.	Darrel Mansell (eep) John G. Green (e) Robert Keffler (Acting ce)	Charles G. Volzer (ne) Bob Seaman (sp) Hannah Schellin (we)	G. Gordon Strong (gm) Chester G. Linham (bm) Harold Wise (cm)	Dean W. Farmer (mga) Thomas H. Fleming (ram) William J. Babb (cam)	Arthur J. Keeney (pm) H. I. Higgins (ms)
	Sunday edition (S) 74,639	.23	Flat							
CELINA 5,703 7,587 ('57 State Est.)	Standard (e) 7,500	.07	Flat	(I-D) (UP) (ROP-2) (5¢, 30¢w) (John W. Cullen Co.)	Standard Ptg. Co. Parker R. Snyder, Pres.-Pub.	Tom Percy (eep-e-me) Mary Goodwin (ce)	Wm. Berry (sp) Gretchen Bollenbacher (we)	Parker R. Snyder (gm) Voneta Quinter (bm) David George (cm)	J. F. Hagen (ad-mga)	Rolla Yaney (ms) F. Hagen (pm)
	*$4.435 in combination with Ohio Select List.									

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHILLICOTHE 20,133 25,923 ('57 State Est.) 29,012-ABC-CZ 31,250-ABC Par. 15	Gazette, 50 W. Main St., Tel.: PR 3-2111 (e) ⓐ 15,534 .11*	Flat (I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Chillicothe Newspapers, Inc. W. E. Beeler, Pres.-Pub.	H. C. Oyer (eep-me) Gilbert Chandler (ce)	Ron Barnes (sp) Julia Chandler (we)	N. L. Kellenberger (gm) Z. S. McKee (cm)	Robt. E. Schaefer (ad) John Hixon (ram) Chas. Knoles (cam)	G. C. Chapman (ms)
	*$4.435 in combination with Ohio Select List.								
CINCINNATI 503,998 558,656 ('57 State Est.) 883,576-ABC-CZ	Enquirer, 617 Vine St., Zone 1, Tel.: PA 1-2700 (m) ⓐ 205,461 .43 .34 Sunday edition (S) ⓐ 278,485 .61 .50	(I) (AP, INS, NYT, UP) (*S) (7¢, 20¢S, 42¢ w-d, 62¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Cincinnati Enquirer, Inc. Roger H. Ferger, Pres.-Pub. Charles W. Staab, V. Pres. & Sec'y Fred J. Barnes, V. Pres. & Treas.	Roger H. Ferger (e) Glen N. Thompson (exec. e & V.P.) Brady Black (eep) George Carr (ce) Charles L. Bennett (me) Kenneth Doris (night me)	Donald C. Heck (ne) Roger Dudley (Su) Lou Smith (sp) Mary Gorey (we)	Chas. W. Staab (bm) A. Rob't Oehler (cd) Fred J. Barnes (com)	Stanley A. Ferger (ad & V.P.) Lewis T. Beman (mga) H. L. McCosker (cam) Jack M. Tucker (ram)	Hal Neitzel (rm) Joel L. Irwin (apm) H. D. Rindsberg (ms & V.P.)
	*Circulation of Covington, Kentucky edition included. Adjusted 6 mo. press-run average based on Sept. 30, 1957 Publisher's statements to ABC, (m) 27,115, (Sun.) 38,322, included in above ABC figures.								
	Times Star Post, Post Sq. & Elm St., Zone 2, Tel.: PArkway 1-1111 (e) ⓐ 153,718 .40	Flat (I) (SHNA, UP) (7¢, 42¢w, $1.82mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps Co., Pub.	Geo. Bidinger (eep) Dick Thornburg (e) Robt. A. Linn (me) Leo Hirtl (ce)	Woody Sudhoff (ne) Pat Harmon (sp) Marianne O'Regan (we)	Fred W. Giesel (bm) Shiel Dunsker (cm)	William C. Savage (ad) Robt. K. Chandler (mga) R. Stanley Collins (ram) L. H. Keller (cam)	Stanley Dahlman (prom. e) Wesley A. Tschan (rd-apm) Erwin Ott (ms)
	~~Times-Star, Star, 800 Broadway, 1, Tel.: CHerry 1-1700~~ ~~(e) ⓐ 148,710 .40~~	~~Flat (R) (AP) (UP, INS, NANA) (J) (7¢) (O'Mara & Ormsbee, Inc.)~~ OUT OF BUSINESS	~~Cincinnati Publishing Co.~~ ~~David Simon Ingalls, Pres.-Pub.~~ ~~Hulbert Taft, Chmn. of Bd.~~ ~~Lloyd B. Taft, Ex. Vice Pres.~~ ~~James P. Rosemond, Asst. to Chmn. of Bd.~~ ~~Karl D. Finn, Asst. to Pub. for Pub. Rel.~~	~~Joseph Sagmaster (ex. e)~~ ~~Robert Capelan (me)~~ ~~Joseph Brassman (asst. me)~~ ~~Jerry Hurter (Ky. e-gm)~~ ~~Carl Jensen (ce)~~	~~Philip Sauer (ne)~~ ~~Robt. B. Firestone (sp)~~ ~~Patricia Dunbar (we)~~	~~Arthur Grossheim (cm)~~ ~~Robt. Thurston (bm)~~	~~Wm. Schmidt (ad)~~ ~~Myron E. Burnes (mga)~~ ~~George Donau (ram)~~	~~H. E. Drafahl (ms)~~ ~~Wm. Kroeger (pm)~~
CIRCLEVILLE 8,723 10,047 ('57 State Est.)	Herald (e) 4,758 .05*	Flat (I) (AP) (7¢, 30¢w) (John W. Cullen Co.)	Circleville Pub. Co. W. W. Galvin, Pres. Paul F. Rodenfels, Pub.	Robert Harrod (e)	Paul Smallwood (sp) Mrs. Richard Jones (we)		T. W. Purcell (ram) John McConnell (cam)	Wendell Turner (ms)
	*$4.435 in combination with Ohio Select List.								
CLEVELAND 914,808 939,967 ('57 State Est.) 1,190,058-ABC-CZ	News, 1801 Superior Ave., Zone 14, Tel.: MAin 1-4500 (e) ⓐ 135,991 .40	Flat (I-R) (AP, INS) (ROP-3) (7¢, 42¢w) (Kelly-Smith Co.)	Forest City Pub. Co. Sterling E. Graham, Pres. Charles F. McCahill, Sr. Vice-Pres. J. A. Van Buren, Vice-Pres.	Jack E. Kennon (eep) John B. Mullaney (me) N. R. Howard (e) Allen J. Cowie (asst. to e) John W. Rees, Jr. (ce)	Dan M. Wertman (ne) Regis McAuley (sp) Eve Keleher (we)	Leo P. Doyle (bm) John A. Maynard (cm)	S. A. Galloway (ad-ram) Arnold J. Crane (mga) Ben Atkinson (cam)	Thomas M. Murphy (rd) Barney Goldstein (pm) Charles Buttermore (ms) Leon A. Link (prod. mgr.) Carl P. Himmelman (apm)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

BRUSH-MOORE NEWSPAPERS SPEAK TO THE COMMUNITY ABOUT THE COMMUNITY

IMPORTANT NEWS BUILDS DEVOTED READERSHIP!

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- **The Canton, O., Repository** ..... **Daily Circulation (ABC)** **68,892**
- **East Liverpool, O., Review** ..... **Daily Circulation (ABC)** **17,695**
- **Ironton, O., Tribune** ..... **Daily Circulation (ABC)** **10,346**
- **Marion, O., Star** ..... **Daily Circulation (ABC)** **22,384**
- **Portsmouth, O., Times** ..... **Daily Circulation (ABC)** **25,688**
- **Salem, O., News** ..... **Daily Circulation (ABC)** **9,836**
- **Salisbury, Md., Times** ..... **Daily Circulation (ABC)** **22,313**
- **Steubenville, O., Herald-Star** ..... **Daily Circulation (ABC)** **29,875**

Canton, Steubenville and Salisbury newspapers represented nationally by Story, Brooks & Finley. All others by John W. Cullen Co.

BRUSH-MOORE
NEWSPAPERS, INC.
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STORY, BROOKS & FINLEY, *Representatives*

JOHN S. KNIGHT, *Publisher*

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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CLEVELAND —Continued	Plain Dealer, 1801 Superior Ave., Zone 14, Tel.: MAin 1-4500 (m) 304,005 Sunday edition (S) 500,903	.75 1.02	Flat Flat	(I-D) (AP, UP, INS, NYT, RN) (*S) (7¢, 25¢S, 67¢w-d&S) (Cresmer & Woodward, Inc. and the Kennedy Co. (Resort)	Forest City Pub. Co. Sterling E. Graham, Pres. C. F. McCahill, Sr..Vice-Pres. J. A. Van Buren, Vice-Pres.	Wright Bryan (e) Everest P. Derthick (me) Jas. W. Collins (ce)	Russell H. Reeves (ne) Philip W. Porter (Su) Gordon Cobbledick (sp)	J. A. Van Buren (bm) John F. Brennan (cm) Frank T. Hodgdon, Jr. (com)	Edward J. O'Connor (mga) F. Wm. Dugan (ram) George P. Bailey (cam)	Thomas M. Murphy (rd) Barney Goldstein (pm) Carl P. Himmelman (apm) Leon A. Link (prod. mgr.) Charles Buttermore (ms)
	Press, 1420 E. 9th St., Zone 14, Tel.: CHerry 1-1111 (e) 313,749	.85	Flat	(I) (UP, CDN, DJ, SHNA) (7¢, 42¢w) (Scripps-Howard Newspapers Gen. Adv. Dept.)	E. W. Scripps Co. Jack R. Howard, Pres.	Thomas Boardman (eep) Louis B. Seltzer (e) Norman Shaw (asso. ed.) Harding Christ (me) Louis Clifford (ce)	Dean Wilder (ne) Franklin Lewis (sp) Jane Olds (we)	George E. Carter (bm) Ernest Walker (cm) Howard B. Pugsley (com)	Grant C. Stone (ad) Arthur W. Ardizone (ram) Winston Cowie (cam) A. L. Royer (mga)	Mike Lapine (edit. pm) L. P. McNeil (circ. pm) James Barr (ret'l pm) John Brownell (gen'l apm) Alvin L. Stohlman (stereo ms) Paul Brannon (press ms)
COLUMBUS 375,901 445,106 ('57 State Est.) 453,102-ABC-CZ 502,690-ABC Par. 15	Citizen (15) (e) 89,520 Sunday edition (S) 95,903	.34 .34	Flat Flat	(I) (UP, SHNA) (5¢, 15¢ S, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps	Don E. Weaver (eep-e) Jack Keller (me) Patrick Phelan (ce)	Dudley Chamberlain (ne) Lew Byrer (sp) Paul Swinehart (we)	S. J. Dilenschneider (bm) Dar M. Sims (cm)	Gerald B. Burden (mga) Joseph E. Manion (ram) Arthur Mochel (cam)	Horace Ramsay (rd) L. R. Williams (apm) E. Gaus (ms)
	Dispatch (16), 34 South Third, Zone 16, Tel.: BE 1-1234 (e) 177,806 Sunday Edition (S) 238,275	.47 .56	Flat Flat	(I) (AP, INS) (5¢, .20¢ S, 45¢w, $1.80mo) (O'Mara & Ormsbee, Inc.)	Dispatch Ptg. Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	Laurence Connor (eep) George A. Smallsreed, Sr. (e) W. Dayle Frazier (me) Eugene E. Jordan (ce)	Frederick H. Posey (ne) Norman Dohn (Su) Brad Willson (sp) Nancy Williams (we)	A. E. Campbell (gm) Frank D. Lunsford (bm) Howard Hauck (cm)	Melvin E. Tharp (ad) Ralph G. Hemming (mga) Guy N. Bullock (ram) Clyde Roberts (cam)	Fred C. Morrison (pm) Thomas F. Shutt (apm) I. T. McQueeney (ms)
	Ohio State Journal, 34 S. Third St., Zone 16, Tel.: CApital 4-8151 (m) 79,884	.32	Flat	(R) (AP) (7¢, 36¢w) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	State Journal Div., Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	J. A. Meckstroth (e) Harold W. Carlisle (exec ed) Charles M. Cummings (me) Daniel Flavin (ce)	John McConaughy (ne) Earl Flora (sp) Sarah L. Mills (we)	Robert W. Irwin (bm) George E. Lucas (cm)	William C. Gilchrist (ad) R. Harrison Wolfe (mga) Harley W. Magee (ram) H. M. Hartshorn (cam)	Sid R. Phillips (pm)
	Star, 34 S. Third St., Zone 16, Tel.: CApital 4-9487 or 4-2018 (Sat.) 67,941	.22	.19	(I) (AP, CT-NYN) (10¢) (City & Suburban Weeklies, Inc.)	Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	John Bohannan (e) Don Stull (me)	John F. Phillips (sp) Pauline Smith (we)	E. T. Spetnagel (bm) Howard Lamprecht (cm)	Fay V. Sands (mga)	Sid R. Phillips (pm)
CONNEAUT 10,230 11,594 ('57 State Est.) 16,234-CZ (C of C Est.) 14,046-ABC-CZ 15,282-ABC-Par. 15	News-Herald, 182-184 Broad St. (e) 5,144	.06*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Conneaut Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	J. R. Mohan (me)		A. C. Johnson (bm)	G. G. Shultis (ram)	
	*$4.435 in combination with Ohio Select List and .31 in combination with Rowley Northeast Ohio Group.									
COSHOCTON 11,675 12,548 ('57 State Est.) 14,129-ABC-CZ 15,070-ABC-Par. 15	Tribune, N. 6th St., Tel.: Business 205; News 170 (e) 10,433 Sunday edition (S) 10,590	.08* .08*	Flat Flat	(I) (UP) (6¢, 10¢(S) 40¢w) (John W. Cullen Co.)	Tribune Co. R. B. Wallace, Pres.-Pub.	R. B. Wallace (eep-e) Wm. C. Wallace (me) Lester Boyd (ce)	Lester Boyd (ne) R. B. Wallace (Su) Bob McCarty (sp) Helen Fallon (we)	R. B. Wallace (gm) Bruce Wallace (bm) Sam Gosser (cm)	C. S. Siegrist (ad-mga-ram) Mrs. Nellie Cox (cam)	Wilson Strasser (ms)
	*$4.435 in combination with Ohio Select List.									
DAYTON 243,872 288,005 ('57 State Est.) 321,597-ABC-CZ	Journal-Herald, Fourth & Ludlow Sts., Zone 1, Tel.: (J-H) BAldwin 3-1111 (m) 93,039	.....	.....	(I-R) (AP, CDN, CT-NYN, NYHT, UP) (ROP-2) (7¢, 10¢ Sat., 45¢w) (Sawyer-Ferguson-Walker Co.)	Dayton Newspapers, Inc. James M. Cox, Jr., Pres. Dwight Young, Pub. R. A. Wolfe, Exec. V.P.-Gen. Mgr.	Dwight Young (e) John S. Moore, Jr. (me) R. Marshall Stross (ce)	Eugene Moore (ne) Ritter Collett (sp) Mrs. Marj. Heyduck (we)	Frank Truxel (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Harry Miller (ms)
	News, BAldwin 3-2112 (e) 156,627 Combined daily (me) 249,666 News (S) 184,614	..... .67 .56	..... Flat Flat	(I-D) (AP, UP, NANA, NYT) (ROP-3) 7¢, 20¢S, 55¢w) (Sawyer Ferguson-Walker Co.)	Dayton Newspapers, Inc. James M. Cox, Jr., Pres. R. A. Wolfe, Exec. V.P.-Gen. Mgr.	James E. Fain (exec. e) Herbert Koehl (me) Carl Roberts (ce)	Max Kohnop (Su) Si Burick (sp) Eliz. Lyman (we) F. Robins (ne)	R. A. Wolfe (gm) John Shank (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Chas. Earnhart (pm-apm) Harry Miller (ms)
DEFIANCE 11,265	Crescent-News, Second & Perry, Tel.: 3-1015 (e) 8,934	.07*	Flat	(I) (UP) (6¢, 36¢w) (John W Cullen Co.)	Crescent Ptg. Co. Gordon C. Dix, Pub. G. C. Dix, Pres.	Homer J. Schutt (eep-e) G. C. Dix (me)	H. J. Schutt (ne) Leslie Tompkins, Jr. (sp) Willo May Baringer (we)	G. C. Dix (bm) Richard N. Devers (cm)	Al. Geitgey (ad) Robert Keller (cam)	A. Hazelswart (ms)
	*$4.435 in combination with Ohio Select List.									
DELAWARE 11,804 11,804-ABC-CZ 13,986-ABC-Par. 15	Gazette, 18 E. William, Tel.: 2-6611 (e) 5,785	.05*	Flat	(I) (UP) (J) (5¢, 30¢w) (John W.Cullen Co.)	The Delaware Gazette Co. W. D. Thomson, Pres.-Pub.	H. C. Reed (eep-me) W. D. Thomson (e)	H. C. Reed (ne) K. C. Virtue (sp) Elsie Leady (we)	H. C. Thomson (gm-bm) Thelma Elliott (cm)	Mary T. Gay (ad) W. T. Zimmer (cam) Richard Kissner (mga) L. Doudna (ram)	Wm. R. Beard (ms)
	*$4.435 in combination with Ohio Select List.									
DELPHOS 6,220 7,006 ('57 State Est.)	Herald, 405-409 N. Main St., Tel.: 6751 or 6741 (e) 2,522	.055*	Flat	(I) (INS) (J) (UP) (4½¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Delphos P. & P. Co. N. W. Grewe, Pub.	N. W. Grewe (e) Harold E. Roselle (ce)			N. W. Grewe (gm)	
	*Rate includes insertion in semi-weekly Courant									
DENNISON	See Uhrichsville.									
DOVER 9,852 25,123-ABC-CZ 27,923-ABC Par. 15	Reporter (e) 9,300	.08	Flat	(R) (AP) (J) (5¢, 30¢w) Shannon & Associates, Inc.	Tuscarawas Publishers Inc. Oliver P. Bolton, Pres. Pub.	Henry C. Haglock (e) Harry Yockey (me)	Norman Singleton (sp) Glenna Mae Klein (we)	Ralph Disler (gm) Merle Douds (cm)	David E. Lindberg (ad-ram) J. Allan Johnson (cam)	David Tracht (ms)
EAST LIVERPOOL 24,217 30,076-ABC-CZ 32,226-ABC-Par. 15	Review, 210 E. Fourth St., Tel.: FU 5-4545 (e) 17,540	.11*	Flat	(R) (AP) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Arthur Thomas (e-me) Paul Walton (ce)	Robert Shaffer (ne) Robert R. Duffy (sp) Agnes Clelland (we)	G. Gordon Strong (gm) C. V. Hughes (bm) Ralph Deshler (cm)	G. A. Shaw (mga) G. A. Shaw (ad-ram) G. I. Walworth (cam)	Walter Niblock (ms)
	*$4.435 in Combination with Ohio Select List.									
EAST PALESTINE 5,195 5,319 ('57 State Est.)	Leader, 92 N. Market St., Tel.: GA 6-9481 (e) 2,648	.04	Flat	(I-R) (UP) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Leader Press Pub. Co. C. L. Merwin, Pub.	Paul Merwin (e-me)	Mrs. Margaret Ward (we)	Paul Merwin (gm)	Mrs. Lois Sutherin (ram) Mrs. Margaret Ward (mga)	Harry Wagner (ms)
ELYRIA 30,307 36,072 ('57 State Est.) 40,772-ABC-CZ 53,896-ABC Par. 15	Chronicle-Telegram, 225 East Ave., Tel.: FAirfax 3-3321 (e) 23,560	.15	Flat	(I-R) (INS, UP) (7¢ 42¢w, $1.80mo) (The Julius Mathews Special Agency)	Lorain County P & P Co. O. B. Schoepfle, Pres.	J. C. Doubek (eep-e) Don Hawk (ce) Robert W. Peterson (me)	Robert Funk (ne) John Jackson (sp) Winifred Fay (we)	Russell Stokley (bm) C. A. Bieske (cm)	L. F. Reisinger (ad-mga-ram) H. M. Guild (cam)	Russell Stokley (pm-apm) Leo Carle (ms)

Investing in the future of our advertisers

New Dispatch's Conference and Research Center . . . now available for advertisers' sales meetings. Clockwise around the table: Ray W. Gifford, mgr. special promotions; Gordon T. Gardner, asst. retail advertising mgr.; Mel Tharp, advertising director; Guy H. Bullock, retail advertising director; Ralph G. Hemming, mgr. gen. adv.

The success of our advertisers determines the success of The Columbus Dispatch! Working in this direction a new Dispatch research and conference center has been established as the focal point for many advertising services. We're constantly looking for ways and means to assure you plus sales from Dispatch advertising.

We'll be happy to talk over **your** specific sales problems in the great metropolitan market of Columbus. **Our community is one of the fastest growing in America—with effective buying income nearly 1½ billion dollars annually. Population is a whopping 644,822—and still growing!**

Ideal Test Market

Columbus is an often used test market—first in the midwest, third in the nation. With one of the highest per capita incomes in the nation, Columbus has become a favorite with advertisers and agencies for test purposes.

Many national brands, which are now household names in America, were first introduced in Columbus, Ohio, through the columns of The Dispatch.

We're experienced and interested, in the introduction of new products. Let's talk over **your** test market plans.

THESE EXTRA SERVICES

- CONSUMER ANALYSIS
- PRINT MEDIA DATA BOOK
- MARKET DATA MAP
- TEST MARKET FOLDER
- GROCERY ROUTE BOOK
- DRUG ROUTE BOOK
- LIQUOR ROUTE BOOK
- LIQUOR SALES REPORT
- BEER & WINE ROUTE BOOK
- ECONOMIC MAP
- BULLETINS
- LETTERS
- REPRINTS
- SALES MEETINGS
- STORE DISTRIBUTION CHECKS

Of course, you'll list the DISPATCH. Everybody does!

The Columbus Dispatch

Read in more than 4 out of 5 Columbus homes daily . . . 9 out of 10 Sunday

Represented by: O'MARA & ORMSBEE, INC.
New York, Chicago, Detroit, San Francisco, Los Angeles

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
FAIRBORN 7,847 15,308 ('57 State Est.)	Herald (e) 3,446	.06	Flat	(R) (INS) (J) (5¢, 25¢w) (Miami Valley Pub. Co.)	Miami Valley Pub. Co. J. C. McMillan, Pres.		B. Hilbrink (e) Steve Hoffman (sp) Margaret Grube (we)		Ed. Duncan (ad)	
FINDLAY 23,845 27,483 ('57 State Est.) 23,845-ABC-CZ 26,861-ABC Par. 15	Republican-Courier, Tel.: GA 2-5151 (m) 21,344	.13*	Flat	(I) (AP, INS) (6¢, 36¢w) (John W. Cullen Co.)	Findlay Pub. Co. R. L. Heminger, Pres. Pub.	R. L. Heminger (eep-e) A. S. Bryan (me)	A. D. Groves (sp) Lorraine Henry (we)	R. L. Heminger (gm-bm) John R. Schuck (cm)	Mrs. Pauline Thomas (mga-ram) Harry L. Phillips (cam)	Allen Dudley (pm)
	*$4.435 in combination with Ohio Select List.									
FOSTORIA 14,351 15,154-ABC-CZ	Review-Times, 113-117 E. Center St., Tel.: HEmlock 5-6641 (e) 6,039	.07*	Flat	(R) (CT-NYN, INS) (J) (7¢, 40¢w, $2.00mo) (John W. Cullen Co.)	Daily Review Co. Edmond M. Hopkins, Pub.	V. E. Switzer (e)	James Huth (sp) Carolyn Bower (we) Ken Rice (as) Harry Stoneberger (ae)	Edmond M. Hopkins (gm) Harold H. Peters (cm) R. H. Manecke (com)	Gerald Wilder (ram) Sherrill Hiser (cam)	Violet Thaxton (pm) Lowell Sewell (ms)
	*$4.435 in combination with Ohio Select List.									
FREMONT 16,537 18,741 ('57 State Est.) 20,525-ABC-CZ 22,788-ABC Par. 15	News-Messenger, 107-111 S. Arch St., Tel.: FEderal 2-5511 (e) 13,780	.09*	Flat	(I-D) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Fremont Messenger Co. F. J. Daubel, Pres.-Pub.	Glen Geib (e)	Hal Shannahan (sp)	D. F. Daubel (bm) Robert Galligan (cm)	P. G. Daubel (mga) Carl Walker (ram) Eugene S. Dunifon (cam)	A. E. Clucker (ms) P. G. Daubel, (pm)
	*$4.435 in combination with Ohio Select List.									
GALION 9,952 11,407-('57 State Est.) 10,222-ABC-CZ 10,894-ABC Par. 15	Inquirer, 118 Harding Way, W., Tel.: 2-6331 (e) 4,825	.055	Flat	(I-D) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Inquirer Ptg. Co.	W. S. Goshorn (eep-e)	Wm. H. Cody (ne) Dave Lace (sp) Ethel Dye (we)	Walter S. Goshorn (gm) Edgar Koehl, Jr. (bm) Glenn W. Fowble (cm)	W. L. Goshorn (ad) Les Jerger (mga) Carl Baker (ram) Edna Kemp (cam)	Fred Tullis (ms)
GALLIPOLIS 7,871 8,371 ('57 State Est.) 7,871-ABC-CZ	Tribune, 423 Second Ave., Tel.: 1200 (e ex Sat.) 4,960 Gallia Times (Sat.) 5,370	.06 .06	Flat Flat	(I-R) (UP) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.) (I)	The Gallipolis Pub. Co. Joseph A. Dear, Pres. J. Albert Dear, Treas. Robert L. Meyers, Sec.	Brian McNamara (me)	Anna M. Campbell (we)	Robert L.M eyers (gm) Lawrence Dickey (cm)	Robert L. Meyers (ad) Jeanne Arnold (cam)	Dwight C. Wetherholt (pm) Otho Mattox (ms)
GENEVA 4,718	Free Press (e) 2,560*	.05*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Geneva Free Press Co. D. C. Rowley, Pub. John A. Colin, Asst. Pub.	Bert Belden (e)		Leonard L. Dute (bm)	L. L. Dute (ram)	L. E. Gerrety (apm) H. Healy (ms)
	*Mar. 31, 1957 *$4,435 in combination with Ohio Select List and .30 in combination with Rowley Northeast Ohio Group.									
GREENFIELD 4,862	Times (e ex Sat.) 3,625	.05	Flat	(I-R) (INS) (5¢, 20¢w) (Hartley Newspapers)	C. Carlton Hartley, Owner-Pub.	G. P. Shrock (eep-e)	G. P. Shrock (ne-sp) Virginia Griesheimer (we)	George V. Fenner (gm-bm) Virginia Griesheimer (cm)	George V. Fenner (ad-cam) Joseph Calidero (ram) Vivian Landrum (cam)	
GREENVILLE 8,859 9,418 (Spec. U.S. '56 census) 9,513 ('57 State Est.)	Advocate, 309-11 S. Broadway, Tel.: LI 8-3151 (e) 10,011	.07	Flat	(I) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	The Greenville Advocate Co., Inc. Walter E. Browne, Pres.-Pub.	David J. Deardourff (eep-ce) Walter E. Browne (e-me)	W. E. Browne, Jr. (sp) Frances E. Smith (we)	W. A. Browne III (gm-bm) Ed. Powell (cm) W. E. Browne, Jr. (com)	Kenyon Harris (ad-mga-ram) Gladys Stephens (cam)	Melvin Grant and Frank L. Crump (ms)
HAMILTON 57,951 69,293 ('57 State Est.) 68,446-ABC-CZ 78,164-ABC Par. 15	Journal-News, Court & Journal Sq., Tel.: TW 5-5601 (e) 26,106	.15*	Flat	(I) (AP) (5¢, 42¢w, $5.45 3mos.) (John W. Cullen Co.)	Journal Pub. Co. Harry B. Gramm, Pres. Mrs. Homer Gard Gramm, Pub.	H. R. Grosvenor (eep-e-me) R. A. Connelly (ce)	William Moeller (sp) Hilda Fontaine (we)	H. R. Grosvenor (gm) D. E. Stuckey (bm) Floyd A. Brown (cm)	Charles E. Brown (ad-mga) J. Russell Cummins (ram) Law E. Kelly (cam)	Charles E. Brown (apm)
	*4,435 in combination with Ohio Select List.									
IRONTON 16,333 17,387 ('57 State Est.) 20,300-ABC-CZ 21,510-ABC Par. 15	Tribune, 328 Railroad St., Tel.: 14 (e ex Sat.) 10,346 Sunday edition (S) 10,467	.07* .07*	Flat Flat	R) (AP) (5¢, 10¢S, 30¢w) (John W. Cullen Co.)	Tribune Pub. Co. John D. Raridan, Pub.	Don Mayne (me) Jay Brushart (ce)	Josephine McAdam (we) Jack Dennin (sp)	G. Gordon Strong (gm) Preston A. Dolin (bm) J. Malone Gorman (cm)	John K. Zollinger (mga-ram) David Walser (cam)	Stanley Imes (ms)
	*$4.435 in combination with Ohio Select List.									
KENT	See Ravenna-Kent.									
KENTON 8,475 8,475-ABC-CZ	Times, 201 E. Columbus, Tel.: 4066 (e) 7,028	.07	Flat	(I) (UP) (7¢, 35¢w) Scheerer & Co.	C. E. Flanagan, Pub.	C. E. Flanagan (e) Tom Cooper (me) Paul Thomas (ce)	Tom Cooper (ne) Paul Thomas (sp) Leanna Dodds (we)	Ray F. Barnes (gm) Harry Case (bm) Rudy Butler (cm)	N. W. Lister (mga) Carl L. Lister (ram) Tim Cornell (cam)	Raymond A. Taylor (ms)
LANCASTER 24,180 25,388-ABC-CZ 31,217-ABC Par. 15	Eagle-Gazette, 138 W. Chestnut, Tel.: OLive 4-1321 (e) 14,472	.11*	Flat	(I) (AP) (7¢, 42¢w) (John W. Cullen Co.)	The Eagle-Gazette Company Charles Sawyer, Pres. Pub. E. C. Crane, Asst. Pub.	H. Perrin Hazelton (eep-e) (ce)	Mrs. Juanita Grant (we) Jack Cherry (sp)	C. Floyd Wolfe (cm) Boyd Henry (com)	Walter Waits (ad) J. R. Knapik (cam)	C. Floyd Wolfe (pm-apm) Emil O. Tobin (ms)
	*$4.435 in combination with Ohio Select List.									
LIMA 50,246 56,474 ('57 State Est.) 62,307-ABC-CZ 65,293-ABC-Par. 15	Citizen, 711 W. Vine St., Tel.: CA 5-8050 (e) 24,060 (S) 24,891	.12 .12	Flat Flat	(I-R) (INS) (7¢, 45¢w, 15¢S) (Shannon & Associates, Inc.)	James Howenstine, Pres.-Co. Pub. Sam Kamin, Co.-Pub.	Robert Barton (e) Robert Kerr (ce)	Richard Moffatt (sp) Jeannette Stolzenback (we)	Wayne G. Current (bm) Wilford M. Brown (cm) Robert Eckford (com)	Frank J. Klein (ram) Gerald Boughan (cam)	Daniel Spargus (ms)
	News, 121 E. High St., Tel.: CA 3-1010 (e Mon-Fri) 15,363 (Sat.) 15,558 (Sun) 17,390	.11 .11 .11	Flat Flat Flat	(I-D) (AP, INS) (7¢, 45¢w, 15¢S) (John W. Cullen Co., Inc.)	Freedom Newspapers E. R. McDowell, Pub.	F. H. Cooey (e) M. J. Dean (me) James Wood (ce)	Robert Herdien (sp)	E. R. McDowell (gm) E. R. Miller (bm) A. B. Candler (cm)	Edward A. Kohoutek (ad) Larry Patterson (mga) Robert T. Overby (cam)	Wm. Seidemann (ms)
LISBON 3,293	Journal, Park Ave., Tel.: HA 4-7205 (e) 2,000	.04	Flat	(R) (INS) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Buckeye Pub. Co. W. A. Frew, Pres.-Pub.		W. S. Frew (me)	C. E. Kennedy (bm)		
LOGAN 5,972 6,181 ('57 State Est.)	News (e) 4,450	.05*	Flat	(I-D) (AP) (7¢, 35¢w) (John W. Cullen Co.)	Wayne Newspaper Co. Wayne W. Galvin, Pres.-Pub.	Wm. S. Miller (eep-e) Dwight Diller (me) James Myers (ce)	Marjorie Rhoads (we)	Wm. S. Miller (gm) Florence Cordell (cm)	Lawrence T. Webb (ad) Thelma Mowrey (cam)	Luther Kuhn (ms)
	*4,435 in combination with Ohio Select List.									
LORAIN 51,202 58,693 ('57 State Est.) 59,219-ABC-CZ 72,776-ABC Par. 15	Journal, 1657 Broadway, Tel.: CHerry 5-6901 (e) 26,517	.16	Flat	(I) (UP, INS) (7¢, 42¢w, $1.82mo) (Shannon & Associates, Inc.)	Lorain Journal Co. H. R. Horvitz, Pres.-Pub. Carl M. Adams, Vice-Pres.	Wayne Jordan (eep-e) Malcolm D. Hartley (assoc. edit.)	Douglas E. Kneeland (ne) James E. Mahony (exec. sp) Henry Kozloski (sp) Lu Ella Kepler (we)	Carl M. Adams (bm) James C. Story (cir. dir.) Edward G. Klingbeil (cm)	John W. Graham (ad) Victor L. Bremer (mga) Kenyon D. Gornall (cam)	W. Lee Cox (apm)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MANSFIELD 43,564 50,926 ('57 State Est.) 59,685-ABC-CZ 72,975-ABC Par. 15	News-Journal, 70 W. 4th St., Tel.: LA 2-3311 (e) 31,303 Sunday edition (S) 34,362	.18 Flat .18 Flat	(I) (UP, NYHT, INS) (7¢, 52¢w, 10¢S) (Shannon & Associates, Inc.)	Mansfield Journal Co. H. R. Horvitz, Pres.-Pub.	D. K. Woodman (e-eep) V. A. Stanfield (me) Gaylord Hake (ce)	Frank Horward (Su) Fred Tharp (sp) Mrs. Velita Kinney (we)	W. H. Shearman (bm) R. S. Bowden (cm) James C. Story (cir. dir.)	Don D. Cram (mga) Fred J. Buchheit (ram) Ralph Postlethwaite (cam)	Carl Graham (ms)
MARIETTA 16,006 17,083 ('57 State Est.) 17,531-ABC-CZ 18,454-ABC-Par. 15	Times, 225-227 Putnam St., Tel.: FRontier 3-2121 (e) 12,269 .09* Flat		(I) (AP) (7¢, 35¢w) (John W. Cullen Co.)	The Times Co. F. B. McKinney, Pres.	F. B. McKinney (eep-e-me) R. I. Beagle (ce)	R. I. Beagle (ne) Dale Vercelli (sp) Marjorie Stephens (we)	W. P. McKinney (gm-bm) S. L. Runkel (cm)	L. E. Toller (ad-ram) W. E. McKinney (mga) D. W. Burton (cam)	Wm. E. McKinney (pm-ms)
	*$4.435 in combination with Ohio Select List.								
MARION 33,817 37,930 ('57 State Est.) 37,563-ABC-CZ 41,164-ABC Par. 15	Star, 143 N. State St., Tel.: 2-1101 (e) 22,384 .13* Flat		(R) (AP, UP, NANA, INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	John A. Maxwell, Jr. (eep-e-me)	William R. Diem, Jr. (ne) John W. Short (sp) Frances E. Bomberger (we)	G. Gordon Strong (gm) Smith H. Witter (bm) Delmas V. Jenkins (cm)	W. E. Law (am-mga-ram) William M. Collins (cam)	
	*$4.435 in combination with Ohio Select List.								
MARTINS FERRY - BELLAIRE 13,220—Martins Ferry 12,573—Bellaire 122,889-ABC-CZ	Times-Leader, 200 S. 4th St., Tel.: MElrose 3-1131 (e) 21,803 .14* Flat		(I) (UP) (J) (6¢, 35¢w, $1.50mo) (John W. Cullen Co.)	Sedgwick Pub. Co., Inc. A. V. Dix, Pres.-Pub.	A. V. Dix (eep-e) A. E. Dix (me) Robt. Fordyce (ce)	R. W. Fordyce (ne) Wm. Van Horne (sp) Ruth Westlake (we)	A. V. Dix (gm-bm) Sheldon Martin (cm)	Charles Bishop (ad-mga-ram) M. Z. Kotelios Martins Ferry (cm) James Fulton Bellaire, (cam)	A. E. Dix (rd) C. A. Bishop (pm) Wm. Dawkins (ms)
	*$4.435 in combination with Ohio Select List.								
MARYSVILLE 4,256	Journal-Tribune, 131 N. Main St., Tel.: 2-2015 (e) 4,368 .05* Flat		(I) (UP) (J) (5¢, 25¢w) (John W. Cullen Co.)	Marysville Newspapers, Inc.	F. T. Gaumer (e)	Richard Wilson (sp)	F. T. Gaumer (gm) W. E. Behrens (bm) Eugene Huber (cm)	W. E. Behrens (ad) Mae Rausch (cam)	
	*$4,435 in combination with Ohio Select List.								
MASSILLON 29,594 36,670-ABC-CZ 41,046-ABC Par. 15	Independent Tel.: TEmple 3-3161 (e) 15,866 .11 Flat		(R) (AP) (5¢, 30¢w) (Shannon & Associates, Inc.)	Earl J. Jones Enterprises, Inc. Earl J. Jones, Pres. John E. Rowe, Pub.	F. J. Becker (eep-e) H. Luther Emery (me)	H. Luther Emery (sp) Marie Kreiger (we)	John E. Rowe (gm) E. A. Hostetler (cm)	K. C. Delong (ad)	
MIDDLETOWN 33,695 47,355-ABC-CZ 50,660-ABC Par. 28	Journal (e) 21,261 .12* Flat Journal (S) 20,951 .12* Flat		(I-R) (AP) (5¢, 10¢S) (John W. Cullen Co.)	News-Journal, Inc. E. S. Myers, Pub J. A. Chew, Pres.	E. S. Myers (e) David T. Regan (eep-me)	Paul Day (ne) Jim Mills (Su) J. Nardiello (sp) Nellie Evans (we)	N. J. Lawler (gm-bm) F. W. Chew (cm)	R. S. Heller (ad-mga) E. Richardson (ram) R. Trout (cam)	Knight Goodman (pm) J. L. Duermit (me)
	*$4,435 in combination with Ohio Select List.								
MOUNT VERNON 12,196 14,839-ABC-CZ 17,220-ABC Par. 15	News, 18-20 E. Vine St., Tel.: EX 2-8831 (e) 10,800 .085* Flat		(I-R) (AP) (6¢, 35¢w) (John W. Cullen Co.)	Republican Pub. Co. L. M. Culbertson Pres. G. T. Culbertson, Pub.	Justin E. Devalon (eep-e-me) Fred Lorey (ce)	Justin E. Devalon (ne) Ralph Harris (sp) Miss Jo Lee (we)	G. T. Culbertson (gm) G. T. Culbertson, Jr. (bm) C. P. Wenger (cm)	John L. Haltermon (ad-mga-ram) Barbara Beardsley (cam)	John L. Haltermon (pm-apm) Sanford Selsam (ms)
	*$4.435 in combination with Ohio Select List.								
NEWARK 34,275 38,630 ('57 State Est.) 38,903-ABC-CZ 42,860-ABC Par 15	Advocate & American Tribune, 25 W. Main St., Tel.: FA 4-0561 (e) 19,416 .12* Flat		(I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Advocate Ptg. Co. Frank W. Spencer, Pres.-Pub.	Frank W. Spencer, Jr. (eep-e) Paul W. Reed (me-ce) Clarence Pennington (ce)	Robert Worth (sp) Hazel Kirk (we)	John D. Spencer (gm) H. G. Meacham (cm) Miss M. C. Wilbur (com)	W. S. Sherman (ad) G. M. McCauslin (cam)	H. S. Devine (ms)
	*$4.435 in combination with Ohio Select List.								
NEW PHILADELPHIA 12,984 25,123-ABC-CZ 27,923-ABC Par. 15	Times (e) 9,943 .08* Flat		(I-D) (UP) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	Democrat Pub. Co. J. E. Hurst, Pres.	J. E. Hurst (eep-e) John Stratton (ce)	E. F. Hurst (ne) Al Bricker (sp) Mrs. E. F. Hurst (we)	J. E. Hurst (gm) T. F. Worner (cm)	R. E. Thomas (ad-mga) Frank Fantin (cam)	Robert Van Sickle (ms)
	*$4.435 in combination with Ohio Select List.								
NILES 16,773 24,179-ABC-CZ 26,464-ABC-Par. 15	Times (e) 6,607 .075 Flat		(I-R) (UP) (J)(5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Mahoning Valley Newspapers, Inc. James L. Wick, Chm. Milton I. Wick, Pres.-Pub.	James L. Wick (eep) Milton I. Wick (e) Walter M. Wick (me)	Milan Zban (sp) Bessie Biddle (we)	Milton I. Wick (gm) Ray E. Koken (bm) Myron Stoll (cm)	Wm. Thorpe (mga) G. Anderson (ram) Wm. Burmester (cam)	
NORWALK 9,775 11,500 ('56 Sp. Cen.)	Reflector-Herald, 19-21 N. Hester St., Tel.: 2-4241 (e) 4,565 .055 Flat		(R) (UP) (J) (5¢, 30¢w) (West-Holliday Co., Inc.)	Reflector-Herald, Inc. Dudley A. White, Pub.	D. A. White, Jr. (e) Jay Greulich (ce)	J. A. Greulich (sp)	D. A. White, Jr. (gm)	A. E. White (ram)	Gerald Spalsbury (ms)
PAINESVILLE 14,432 25,920-ABC-CZ 27,004-ABC Par. 15	Telegraph (e) 17,411 .12* Flat		(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Telegraph Republican Co. D. C. Rowley, Pres.-Pub. John Colin, Asst. Pub.	Robert Hedlund (e)		Carroll E. Bartlett (bm) Gordon Wetzel (cm)	L. E. Gerrety (ad) Vernon Webster (ram) Ronald Mason (cam)	L. E. Gerrety (apm) Walter Sullivan (ms)
	*$4.435 in combination with Ohio Select List and .31 in combination with Rowley Northeast Ohio Group.								
PIQUA 17,447 18,929 ('57 State Est.)	Call (e) 9,875 .075* Flat		(I-R) (UP) (7¢, 40¢w, $1.75mo) (John W. Cullen Co.)	The [illegible]a Call Pub. Co. J. A. [illegible]ew, Pres.	F. R. Myers (e) Paul Murray (me) G. I. Jacobson (ne)	Ron Ginger (sp) Lola Hill (we)	F. R. Myers (gm) Howard Griffith (cm)	J. R. Harris (ad) Chas. Householder (cam)	
	*$4.435 in combination with Ohio Select List.								
POMEROY - MIDDLEPORT 3,656 Pomeroy 3,446 Middleport	Sentinel, 110 Mechanic St., Tel.: 398 or 397 (e) 3,264 .05 Flat		(I) (UP, CT-NYN) (5¢, 30¢w, $1mo) (Bottinelli-Kimball, Inc.)	Ohi[illegible]alley Sentinel,	Reyhold Greene (e)	Chester Tannehill (sp) Eleanor Schaaf (we)	Richard Owen, (gm-bm)	Richard Owen (bm-mga)	Fred Hoffman (ms)
PORT CLINTON-OAK HARBOR 5,541 Port Clinton 2,370 Oak Harbor 10,230-CZ (C of C Est.)	News, 114 E. 5th St., Tel.: 2-8161 (e ex Sat.) 5,672 .07 Flat		(D) (INS) (J) (5¢, 25¢w) (none)	Bob Reider, Inc. R. W. Reider, Pres.-Pub.	R. W. Reider (eep) Juel Reed Cover (e) Robert W. Reider (me)	R. W. Reider (ne)	W. S. Brown (gm-bm)	W. S. Brown (ad)	
PORTSMOUTH 36,798 39,360 ('57 State Est.) 51,878-ABC-CZ	Times, 637 Sixth St., Tel.: EL 3-3101 (e) 25,688 .14* Flat		(R) (AP, UP, NANA, INS) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	George W. Stowell (e) Ernest L. Schusky (ce)	James W. Joseph (ne) Richard Jones (sp) Miriam Gee (we)	G. Gordon Strong (gm) H. I. Bassler (bm) Harry F. Kline (cm)	J. Kenneth Staats (mga-ram) Kenneth H. Long (cam)	Frank S. Ducan (ms)
	*$4.435 in combination with Ohio Select List.								
RAVENNA ~~-KENT~~ 9,857—Ravenna 12,418—Kent 26,821-ABC-CZ 28,966-ABC-Par. 15	Record & Courier-Tribune, 124 N. Chestnut (Ravenna); 138 E; Main (Kent), Tel.: (R) AX 6-6438; (K) OR 3-3491 (e) 14,887 .11* Flat		(I) (UP, NYHT) (J) (6¢ 36¢w) (John W. Cullen Co.)	Record Pub. Co. R. C. Dix, Pres.-Pub.	A. R. Sicuro (eep)	"Persh" Rohrer (sp) Katheryn Stump (we-Rav.) Lyla Roberts (we-Kent)	R. C. Dix (gm-bm) B. E. Langell (cm)	Geo. Kenward (ad) Lloyd Long (cam)	John Morton (ms)
	*$4.435 in combination with Ohio Select List.								
ST. MARYS 6,208	Leader, 102 E. Spring St., Tel.: 5127 (e) 4,768 .06 Flat		(I) (INS) (J) (5¢, 27¢w) (Inland Newspaper Representatives, Inc.)	Leader Ptg. Co. H. W. Buss, Pub.	K. C. Geiger (eep-e-me-ce)	K. C. Geiger (ne) H. M. Blair (sp)	H. W. Buss (gm) H. M. Blair (bm-cm)	H. M. Blair (ad-mga-ram-cam)	H. M. Blair (pm-apm) A. H. Buss (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SALEM 12,754 14,834-ABC-CZ 15,845-ABC Par. 15	News (e)	(ABC) 9,825 .07*	Flat	(R) (AP, UP, INS) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Ray L. Dean (e-me)	Tom Roser (ne)	G. Gordon Strong (gm) George W. Rogers (bm) Marvin J. Roberts (cm)	E. Fred Filler (mga-ram) Dale Spooner (cam)	
*$4.435 in combination with Ohio Select List.											
SANDUSKY 29,375 33,509 ('57 State Est.) 32,160-ABC-CZ	Register-Star-News (e)	(ABC) 18,830 .12	Flat	(R) (UP) (6¢, 36¢w) (West-Holliday Co., Inc.)	Sandusky Newspapers, Inc.	P. Heiberger (eep-e) Mel Harmon (ce)	M. C. Harmon (ne) John Malcolm (sp) Dorothy Asher (we)	C. J. Stark (gm-bm) Lambert Liddell (cm)	Lee Staffler (ad-ram) Helen Cunningham (mga) R. A. Pratt (cam)	Robert A. Benefiel (ms) E. G. Heiberger (pm)
SHELBY 7,971 9,959 ('57 State Est.)	Globe, 37 W. Main, Tel.: 2-2061 (e)	3,800 .06	Flat	(I) (INS) (4¢, 20¢w) (Bottinelli-Kimball, Inc.)	Stambaugh & Stambaugh & Moore	Roy Garvin (e-ce)					
SIDNEY 11,491 13,080 ('57 State Est.) 12,723-ABC-CZ 14,093-ABC Par. 15	News, 119 E. Court St., Tel.: HY 2-4141 (e)	(ABC) 10,264 .08*	Flat	(I) (INS) (7¢, 42¢w, $1.68mo) (John W. Cullen Co.)	The Sidney P. & P. Co. E. C. Amos, Pres.-Pub. Cecil Watkins, Vice-Pres.	W. T. Amos (e) Marion Russell (me)	John Crusey (sp) Miss Mildred Cronley (we)	J. O. Amos (mga) Wm. Wood (ram) Mrs. Ruth Welling (cam)	Edward Campbell (ad) Mrs. Ruth Welling (cam) Wm. Wood (ram)	Cecil Watkins (ms)
*$4.435 in combination with Ohio Select List.											
SPRINGFIELD 78,508 87,179-ABC-CZ 92,968-ABC-Par. 15	Sun, 202 N. Limestone St., Tel.: FAirfax 3-3731 (m)	(ABC) 18,629	.....	(I)	Springfield Newspapers Inc. James M. Cox, Jr. Pres. Edgar L. Morris, Pub.	Maynard Kniskern (eS) Bert A. Teeters (eN-me-NS) Loren Schultz (ce-N&NS) Ben Williams (ce-S)	Ben Williams (ne-S) Loren Schultz (ne-N & NS) Wilbur Morris (Su) Dan Hoyt (sp-S) Robert Sullivan (sp-N&NS) Virginia Kline (we)	Robert S. Hamilton (asst. gm) Walter T. Davis (bm) Jerry J. Toland (cm)	Paul R. Heim (ad) Charles E. Sauers (mga) J. Raymond Beckman (cam)	Robert S. Hamilton (pm-exec. asst.)
	News (e)	(ABC) 29,773	.....	(I-D) (AP) (ROP-3) (5¢, 15¢S) (Sawyer-Ferguson-Walker Co.)							
	Combined Daily (me)	(ABC) 48,402 .25	Flat								
	News-Sun (S)	(ABC) 40,479 .25	Flat	(I-D)							
STEUBENVILLE 35,872 38,261 ('57 State Est.) 54,652-ABC-CZ	Herald-Star, 172 N. Fourth St., Tel.: AT 2-5311 (e)	(ABC) 29,875 .13	Flat	(R) (AP, CT-Nyn, NYHT) (5¢, 30¢ w) (Story, Brooks, & Finley, Inc.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. J. D. Raridan, Pub.	W. J. Michl (e-me) Louis Blay (ce)	Louis Blay (ne) John Kirker (sp)	G. Gordon Strong (gm) J. D. Long (bm) Walter McCoy (cam)	Don T. Grace (mga-ram) John G. Hohmann (cam)	Wm. B. McGoldrick (ms)
TIFFIN 18,952 22,364 ('57 State Est.) 20,699-ABC-CZ 23,171-ABC- Par. 15	Advertiser-Tribune, 52 E. Market St., Zone 5, Tel.: 58 or 1541 (e)	(ABC) 10,296 .08*	Flat	(I) (UP) (6¢, 36¢w) (John W. Cullen Co.)	The Advertiser-Tribune Co., Inc. E. T. Rodgers, Pres.	J. H. Thompson, (eep-me)	Robt. Harmon (sp) Myra Burkett (we)	E. T. Rodgers (gm) Ivan R. Hesson (bm) L. F. Kummerer (cm)	Ivan R. Hesson (ad-mga-ram-cam)	Ivan R. Hesson (pm-apm) Glenn Faris (ms)
*$4.435 in combination with Ohio Select List.											
TOLEDO 303,616 333,149 ('57 State Est.) 404,872-ABC-CZ 469,349-ABC Par. 15	Blade, 541 Superior St., Zone 4, Tel.: CHerry 3-1121 (e)	(ABC) 188,134	.....	(I) (AP, RN, CDN, NANA, NYHT) (*S) (7¢, 20¢S, 62¢w) (Moloney, Regan & Schmitt, Inc.)	Toledo Blade Co. Paul Block, Jr., Pres.-Pub. William Block, Co-Pub.	Michael Bradshaw (e) Edward P. Fallon (me) Jos. V. Knack (ce)	Harry R. Roberts (Su) Donald P. Wolfe (sp) Albert Cross (we)	Donald Wiley (bm) Ray Kest (cm)	L. F. Newmyer (ad) Fred Jarvie (ram) Kenneth Orwig (cam) Edward Maher (mga)	John D. Willey (pm) Adrian B. Kaiser (ms)
	Times, Zone 4 (m)	(ABC) 41,048	.....	(I) (AP) (7¢, 42¢w) (Moloney, Regan & Schmitt, Inc.)		Geo. A. Benson (eep) Kenneth Tooill (exec. me) Edward L. Ways (ce)	Nap Nassr (ne) Tom Bolger (sp) Albert Cross (we)	Donald Wiley (bm) I. J. Odesky (cm)	L. F. Newmyer (ad) C. J. Tefft (ram) Jerry McLaughlin (cam) Edward Maher (mga)	John D. Willey (pm) Adrian B. Kaiser (ms)
	Combined daily (me)	(ABC) 229,182 .65	.55								
	Sunday Blade (S)	(ABC) 180,002 .48	.35								
TROY 10,661 12,864 ('57 State Est.) 12,506-ABC-CZ	News, 224 S. Market St., Tel.: FE 2-1255 (e)	(ABC) 7,683 .07*	Flat	(I) (UP) (J) (7¢, 40¢w) (John W. Cullen Co.)	Troy Daily News, Inc. R. Geo. Kuser, Jr., Pres.-Pub.	R. D. Steinmetz (e) E. L. Thokey (me)	Bob Ungericht (sp) Emilie Grayson (we)	Tom Thokey (cm) Lorna Johnson (bm)	Jack Dempsey (ad) Doris Crawford (cam)	Jack Bowling (ms) Jim Wright (pm)
*$4.435 in combination with Ohio Select List.											
UHRICHSVILLE-DENNISON 6,614—Uhrichsville 4,432—Dennison	Chronicle, 109 N. Water, Tel.: 7 (e)	4,539 .05*	Flat	(R) (UP) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Chronicle Co. W. H. Stoutt, Pres.	W. H. Stoutt (e-me) Harry Liggett (ce)	Everett D. Hodkinson (sp) Margaret Wright (we)		Robert Pifer (ad)	
*$4.435 in combination with Ohio Select List.											
UPPER SANDUSKY 4,397	Chief-Union (e)	4,510 .045	Flat	(I-D) (AP) (J) (4¢, 18¢w) (Bottinelli-Kimball, Inc.)	Daily Chief Co. W. E. Martin, Pres. Nelson J. Rall, Pub.	Paul P. Creger (e) Nelson J. Rall (me) Dick Widman (ce)	Dick Widman (sp) Shirley Constien (we)	Nelson J. Rall (bm)	Nelson J. Rall (ad)	Alfred Ulrich (ms)
URBANA 9,335	Citizen, 225 S. Main St., Tel.: 3-2156 (e ex Sun.)	6,264 .06	Flat	(I-R) (INS) (J) (5¢, 30¢w) (John W. Cullen Co.)	Brown Pub. Co. Clarence J. Brown, Pres. H. W. Algire, Bus. Mgr.	C. J. Brown (me)	Tom Teepin (ne) Kay Ross (we)	Harry W. Algire (gm)	John Winters (ad) Floyd Pflaumer(cam)	M. Murphy (ms)
VAN WERT 10,364 11,308 ('57 State Est.)	Times-Bulletin, 115 S. Market St., Tel.: 2644 (e)	6,978 .06*	Flat	(I) (AP) (J) (7¢) (John W. Cullen Co.)	The Van Wert Pub. Co. Wayne W. Galvin, Pres. Ford G. Owens, Pub.	Ford G. Owens (e) Lloyd Hippensteele (ce)	H. E. Agler (sp) Laura Germann (we)	Ford G. Owens (gm)	Loyd Copeland (ad) Jerry Knapke (cam)	Richard Thatcher (ms)
*$4.435 in combination with Ohio Select List.											
WAPAKONETA 5,797 6,681 ('57 State Est.)	News, 8 Willipie, Tel.: RE 8-3318 (e)	4,100 .05	Flat	(I) (UP) (J) (5¢, 25¢w, $1.00mo) (none)	Daily News Printing Co.	Walter Summers (e)	Thelma Quast (ne)	W. E. Summers (gm)	W. E. Summers (ad)	James Long (pm)
WARREN 49,856 59,569-ABC-CZ 68,194-ABC Par. 15	Tribune Chronicle, 240 Franklin St. S.E., Tel.: 3252-1 (e)	(ABC) 33,775 .14*	Flat	(R) (AP) (5¢, 30¢w) (John W. Cullen Co.)	The Tribune Co. Helen Hart Hurlbert, Pres.-Pub.	Stanley E. Hart (e) James F. Brown (ce)	Vince Dolan (ne) Dick Olmstead (sp) Miriam Hawkins (we)	M. S. Kuzmack (bm) Helen Hart Hurlbert (gm) Geo. L. Rudge (cm)	Mary O'Malley (mga) Richard Ball (ram) Gerald Townsend (cam)	Woodrow Noe (ms)
*$4.435 in combination with Ohio Select List.											
WASHINGTON COURTHOUSE 10,560 13,382 (Sp. U.S. '54 census)	Record-Herald, 138 S. Fayette St., Tel.: 2593 (e)	6,680 .06*	Flat	(I) (AP) (7¢, 30¢w) (John W. Cullen Co.)	Washington News Pub. Co. W. W. Galvin, Pres. Paul F. Rodenfels, Pub.	R. S. Rochester (e)	H. S. Harper (sp) Mary Longberry (we)	Mike Arnold (cm)	Thomas Gormley (ad) Betty Jones (cam)	H. C. Speakman (ms)
*$4.435 in combination with Ohio Select List.											
WELLSTON 5,691 6,231 ('57 State Est.)	Sentinel, Zone 1 (e ex Sat.)	2,825 .05*	Flat	(I-R) (INS) (*M) (5¢, 25¢w) (none)	Sentinel Pub. Co. Gordon Morrow, Pres.-Pub.	Gordon Morrow (eep-e-me-ce)	Gordon Morrow (ne) John L. Weber (sp) Ada Merle Wortman (we)	John L. Weber (gm-bm)	John L. Weber (ad-mga-ram) Ada Merle Wortman (cam) Ruth I. Morrow (Nat'l Advt. Mgr.)	John L. Weber (pm-apm) Robert L. Colley (ms)
*.075 in combination with McArthur Democrat-Enquirer (Wednesday), circulation 2,085.											
WILLOUGHBY 5,602 13,580 ('57 State Est.) 28,368-ABC-CZ 48,052-ABC- Par. 15	News-Herald, 38879 Mentor Ave., Tel.: WH 2-2100 (e)	(ABC) 9,716 .09	Flat	(R) (INS) (7¢, 40¢w) (Shannon & Associates, Inc.)	The Lake Publishing Co. Oliver P. Bolton, Pres.	Richard E. Palmer (eep-e) James K. Collins, Jr. (me) Burt W. Nelson (ce)	Wm. Braucher (sp) Gerry Haine (we)	Erwin Maus, Jr. (gm-bm) John Rice (cm)	J. D. Lonergan (ram) Norman Pettit (mga) Robert J. Rossi (cam)	J. D. Lonergan (pm-apm) Jay D. Parsons (ms)
WILMINGTON 7,387	News-Journal, Tel.: 2574 or 2576 (e)	7,020 .06*	Flat	(R) (AP) (7¢, 35¢w) (John W. Cullen Co.)	The News-Journal Co. Wayne W. Galvin, Pub. Nelle M. Mills, Asst. Pub.	Tom Hunter (e) Mrs. D. Z. Bicker (ce)	Tom Hunter (sp) Katherine McCoy (we)	W. W. Galvin (gm) N. M. Mills (cm)	R. C. Stratton (ad) N. M. Mills (mga) Janet Powers (cam)	Chas. Wilkinson (ms)
*$4.435 in combination with Ohio Select List.											

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WOOSTER 14,005 16,398 ('57 State Est.) 14,184-ABC-CZ 16,257-ABC-Par. 15	Record, 212 E. Liberty St., Tel.: 2-0010 (e) (ⓒ) 18,353 .12*	Flat	(I) (6¢, 36¢w) (John W. Cullen Co.)	Wooster Republican Ptg. Co. R. E. Dix, Pres.-Pub.	Harold Murray (e) Don Green (ce)	E. C. Witham (sp)	R. E. Dix (gm) Arthur Runion (cm)	Don Lance (ad-mga-ram)	
	*$4.435 in combination with Ohio Select List.								
XENIA 12,877 15,718 ('57 State Est.)	Gazette, 19-21-23 S. Detroit St., Tel.: DRake 2-4444 (e) 9,699 .07	Flat	(R) (UP) (7¢, 35¢w) (John W. Cullen Co.)	Chew Pub. Co. J. A. Chew, Pres.-Pub. E. S. Myers, Secy-Treas.	R. A. Higgins (e) R. A. McNemar (mo) Richard Landau (ce)	Paul Egan (ne) Tom McCatherine (sp) Shirley D. Harper (we)	R. A. Higgins (gm) J. D. Jordan (bm) J. E. Flomerfelt (cm) Harold Layman (com)	C. R. Dewey (ad) Anne Klein (mga) Gene Phillips (cam)	Ray Smith (ms)
	*$4.435 in combination with Ohio Select List.								
YOUNGSTOWN 168,330 182,328 ('57 State Est.) 212,782-ABC-CZ	Vindicator, Zone 1 (e) 99,930 .30 Sunday edition (S) (ⓒ) 142,607 .36	Flat Flat	(I-D) (AP, UP, NYHT, INS, CDN, NANA, DJ, ONA) (*S) (5¢, 15¢, 45¢w) (Kelly-Smith Co.)	The Vindicator Ptg. Co. Wm. F. Maag, Jr., Pres.-Pub.	Wm. F. Maag, Jr. (eep-e) Irving L. Mansell (ms) Catesby B. Cannon (ce)	Lawrence M. Stolle (sp) Miss Ella Maag (we)	William J. Brown (gm-bm) Russel Stewart (cm)	C. J. Bolandor (mgr) Harold Ohl (ram) Floyd J. Jones (cam)	William Mittler (apm)
ZANESVILLE 40,517 50,160-ABC-CZ 53,473-ABC-Par. 15	Times-Recorder (m) (ⓒ) 21,261 Signal (e) (ⓒ) 13,512 Combined daily (me) (ⓒ) 34,773 .18* Times-Signal (S) (ⓒ) 20,344 .11* Morning and Sunday (m-S) (ⓒ) 41,605 .18* Morning, Evening and Sunday (meS) (ⓒ) 55,117 .29*	Flat Flat Flat	(R) (I-D) (AP) (7¢d, 15¢S, 50¢w) (John W. Cullen Co.) (I)	Zanesville Pub. Co. Clay Littick, Pres.-Pub.	E. V. Cotter (ce-TR) Howard Spender (ce-S)	Alan Gonder (ne-S) Fred Fogarty (ne-TR) Bud Harsh (ne-TS) Frank Bowers (sp-TR) Ken Gookins (sp-TS-S) Virginia Shafer (we-S-TR) Eleanor Harsch (we-TS)	W. O. Littick (bm) Francis Dosch (cm)	Gail Ardrey (co-mga-ram) Stewart Worstall (co-mga-ram) Herbert Blake (cam)	Clay Littick (pm) Stewart Worstall (apm) Ed Hawkins (ms)
	*$4.435 in combination with Ohio Select List								

OKLAHOMA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ADA 15,995 18,196-ABC-CZ	News, 114-16 North Broadway, Tel.: FE 2-4433 (e ex Sat.) 9,145 .08 Sunday edition (S) 9,310 .08	Flat Flat	(I-D) (AP) (J) (5¢, 5¢S, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	News Pub. & Ptg. Co. W. D. Little, Pres.-Pub.	W. D. Little (eep-e) George E. Gurley (me)	Roy S. McKeown (ne) Ernest Thompson (sp) Wenonah Rutherford (we)	Wm. D. Little, Jr. (bm) Clyde Alletag (cm)	J. H. Biles (ad-mga-ram) Mae Marie Hickey (cam)	George Gurley (pm) Clyde Alletag (press room supt.) John Skinner (comp. supt.)
ALTUS 9,735 17,500 C of C. estimate	Times-Democrat, 218 W. Commerce, Tel.: Hudson 2-1221 (e ex Sat.) 6,330 .07 Sunday edition (S) 6,330 .07	Flat Flat	(D) (UP) (5¢, 10¢S, 25¢w-d&S, $1mo) (Southwest Dailies, Inc.)	Altus Times-Democrat Inc. Harrington Wimberly, Pres.-Pub.	Callaway Buckley (e)	Callaway Buckley (ne)	Frank E. Wimberly (gm-bm) M. L. Overfield (cm)	H. Paul Flippin (mga)	Wallace Smith (ms)
ALVA 6,505	Review-Courier, 616 Flynn Ave., Zone 1, Tel.: 200 (e ex Sat.) 3,563 .07 Sunday edition (S) 3,563 .07	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, $1mo) (Southwest Dailies, Inc.)	Courier Pub. Co., Inc. Brooks H. Bicknell, Pres.-Pub.	Brooks H. Bicknell (eep-e-me) Jim Williams (ce)	Jim Williams (ne-Su) Marie Hansen (we-e)	A. M. Delaney (bm) Jim Barker (cm)	Arthur G. Schwartz (ram) Juanita Brewer (cam)	Don Skaggs (apm) Wayne Bennett (ms)
ANADARKO 6,184	News (e ex Sat.) 3,982 .06 Sunday edition (S) 3,982 .06	Flat Flat	(I-D) (UP) (5¢, 5¢S, 30¢w, $1.25mo) (Southwest Dailies, Inc.)	The Anadarko Pub. Co. Joe W. McBride and Wallace Kidd, Pubs.	Wallace Kidd (e-me)		Wallace Kidd (gm) Leon Roden (cm)	Jack Mann (ram)	Wallace Kidd (pm) Charles McVey (ms)
ARDMORE 17,890 20,041-ABC-CZ 24,583-ABC Par. 15	Ardmoreite (e ex Sat.) (ⓒ) 11,600 .11 Sunday edition (S) (ⓒ) 11,929 .11	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Daily Ardmoreite Pub. Co.	John Easley Riesen (e) Wm. Hamilton (me)	Doyle May (sp) Joanne Stewart (we)	John E. Riesen (gm) W. D. Chaffin (bm) Willard Proctor (cm)	R. C. Hornor (ad)	Karl Kerley (ms)
BARTLESVILLE 18,628 23,325-ABC-CZ 28,965-ABC-Par. 15	Examiner-Enterprise, 3rd & Osage, Tel.: 1200 (m ex Mon.) (ⓒ) 2,182 Examiner-Enterprise (e ex Sat.) (ⓒ) 8,581 Combined daily (me) (ⓒ) 10,763 .10 Examiner-Enterprise (S) (ⓒ) 10,292	Flat	(I) (AP) (5¢, 15¢S, 35¢w-m&S or e&S) (Southwest Dailies, Inc.)	The Examiner Co. Donald W. Reynolds, Pres. J. L. Jennings, V.P.	J. L. Jennings (e) Delbert Shugars (exec. ed)	Edmund F. Marak (ne) Pete Gray (sp) Meda Smith (we)	U. L. Jennings (gm) Russell Covell (cm) Don Martz (com)	Earl Uzzell (ad-mga) Russell Porter (ram) Royal Thornton (cam)	Floyd Corbin (pm) E. D. Uzzell (apm) Claude Allee (ms)
BLACKWELL 9,199 10,022-ABC-CZ	Journal-Tribune (e ex Sat.) (ⓒ) 6,266 .07 Sunday edition (S) (ⓒ) 6,268 .07	Flat Flat	(I) (UP) (J) (ROP-2) (5¢, 15¢S, 35¢w, $1.50mo) (Southwest Dailies)	Midway Publishing Co. Don W. Reynolds, Pub.	W. F. Bickford (e) Warren Bickford (ce)	Warren Bickford (sp) Mamie Womack (we)	G. E. Jennings (gm) Charles Drew (cm)	R. Quinn (mga)	John Tillotson (ms)
CHICKASHA 15,842 15,842-ABC-CZ	Express, 413 Choctaw, Tel.: CAstle 4-2600 (e ex Sat.) (ⓒ) 5,926 .07 Sunday edition (S) (ⓒ) 5,976 .07	Flat Flat	(I-D) (AP) (5¢, 35¢w-d&S, $1.50mo) (Southwest Dailies)	Central Publishers, Ltd., Pub. Donald W. Reynolds, Owner J. L. Jennings, Gen. Supervisor	James Lines (ee)		Ross Pendergraft (gm) Ken Drew (cm)	Earl Reeves (ad)	Joe Miller (ms)
CLAREMORE 5,494 6,800-local est.	Progress, Tel.: 1101 (e ex Sat. and Mon.) 3,297 .055 Sunday edition (S) 3,297 .055	Flat Flat	(I-D) (J) (UP) (5¢, 5¢S, (30¢w, $1.10mo) (Southwest Dailies)	Progress Ptg. Co., Inc. Wheeler Mayo, Pres. E. K. Livermore, Pub.	E. K. Livermore (eep-e)	Carl Thomas (ne-sp)	E. K. Livermore (gm)	Everet H. Evans (ram)	
CLINTON 7,555	News, 708 Frisco Ave., Tel.: 1000 (e ex Sat.) 4,986 .065 Sunday edition (S) 4,986 .065	Flat Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo-d&S) (Southwest Dailies)	The Clinton Daily News Chas. E. Engleman, Pub.-Owner	Chas. E. Engleman (e) Jack Shelton (me)	Betty Smith (we)	Louis Dennard (cm)	A. B. Fallon (ram) W. B. Hardin (cam)	Ted Cain (ms)
CUSHING 8,414	Citizen, Tel.: CApital 5-3333 (e ex Sat.) 4,485 .06 Sunday edition (S) 4,485 .06	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 35¢w, $1.30mo) (Southwest Dailies)	The Publishing Co. of Cushing H. M. Lachenmeyer, Pres.-Pub.	Robert B. Allen (eep-ne) Robert B. Allen, Jr. (e)	Jake Wieland (ne-sp) Mrs. Marge Wallin (we)	H. M. Lachenmeyer (gm) James Looney (cm)	Andrew Hinkle (ad) Mrs. B. Wilson (mga-cam)	Adrian Harmon (ms)
DUNCAN 15,325	Banner, 23 South 8th, Tel.: 53 (e ex Sat.) (ⓒ) 9,285 .08 Sunday edition (S) (ⓒ) 9,486 .08	Flat Flat	(I-D) (INS, UP) (5¢, 10¢S, 30¢w, $1.30 mo) (Southwest Dailies)	Duncan Pub. Co.	B. L. Abernethy (e) Joe L. Fleming (me) Rex A. Hudson (ce)	Tommie Ellis (sp) Grace Damon (we)	B. L. Abernethy (gm) Bob Frensley (bm-cm)	P. S. Fernald (ad-mga) Lawrence Eaton (cam)	Leon Collins (ms)
DURANT 10,541	Democrat (e ex Sat.) 6,637 .07 Sunday edition (S) 6,732 .07	Flat Flat	(D) (UP) (5¢, 10¢S, 30¢w, $1.25mo) (Southwest Dailies, Inc.)	Durant Ptg. & Broadcasting Cpn. R. V. Peterson, Pres.	Chas. L. Ward (eep) Chas. L. Ward (e) Robert H. Peterson (me) Wesley Dickey (ce)	Robert H. Peterson (ne-Su) Bobby Schultz (sp) Pauline Tabor (we)	C. L. Ward (gm) Frank Bunn (cm)	Richard P. Peterson (ad-mga) Nelson McCreary (ram) Bill Stilwell (cam)	Frank V. Bunn (pm-apm) E. F. Hawkins, Jr. (ms)
ELK CITY 7,962	News, 200-206 W. Broadway, Tel.: 1000 or 1001 (e ex Sat.) 4,954 .06 Sunday edition (S) 4,954 .06	Flat Flat	(I-D) (UP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.25mo) (Southwest Dailies)	Elk City Pub. Co. Paul R. Wade, Pres.-Pub.	Paul R. Wade (eep) Virgil Wells (e-me-ce)	Virgil Wells (ne) Jay Westervelt (sp) Jo Ann Medders (we)	Bill Ansley (gm-bm) Thomas R. Blair (cm)	Bill Ansley (ad-mga-ram) Glenna Evans (cam)	Bill Ansley (pm-apm) Fred Sloan (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
EL RENO 10,991	Tribune, 201 N. Rock Island, Tel.: 18 (e ex Sat.) 4,685 .06 Flat Sunday edition (S) 4,685 .06 Flat		(I-D) (AP, UP) (5¢, 5¢S, 30¢w-d&S, $1.30mo) (Southwest Dailies)	The Tribune Corp. Ray J. Dyer, Pres.-Pub.	Ray J. Dyer (eep-e) J. M. Rogers (me)	J. M. Rogers (ne) Mrs. Mildred Coker (we)	Dean Ward (bm) Harry Schroeder (cm)	Dean Ward (mga-ram) Mrs. Hollis Estep (cam)	Dean Ward (pm) Joe Keith (ms)
ENID 36,017 39,215-ABC-CZ 45,491-ABC Par. 15	News, 227 W. Broadway, Tel.: ADams 7-3611 (m ex Mon.) (AC) 15,083 Eagle (e) (AC) 7,919 Combined daily (me) (AC) 23,002 .15 Flat News (S) (AC) 20,594 .15 Flat		(R) (AP, UP) (5¢, 10¢S, 30¢w-m or e, 55¢w-m&e) (Burke, Kuipers & Mahoney, Inc.)	Enid Pub. Co. John W. Taylor, Pres.-Pub. Mrs. Lucy M. Garber, Co-Pub.	Waldo Clegg (eep) Milton B. Garber (e) A. J. Strauss (me) J. Allen Thomas (ce-E) Robert Mullins (ce-N)	Wayne Mullican (sp) Equella Whitfield (we)	John W. Taylor (bm) Elgin E. Freeman (exec. mgr.) Allan L. Clark (cm)	Joe Hardy (ad) Ralph Rogers (nat. ad mgr.) Melvin Carey (cam)	Homer Karns (ms)
FREDERICK 5,467	Leader, 304-06 W. Grand, Tel.: ED 5-2188 (e) 3,978 .05 Flat		(D) (UP) (5¢, 25¢w, $1.00mo) (Southwest Dailies)	R. O. Cull and Temperance B. Newland d.b.a. The Frederick Leader Mrs. J. L. Newland, Pub.	Robert O. Cull (eep-e me)	Mrs. Gertrude Perkins (ne) Bob Cull (sp) Mrs. J. L. Newland (we)	Robert O. Cull (gm-bm) Gloria Wright (cm)	Doyle Perry (mga-ram) Wyndolyn Givens (cam)	Doyle Perry (pm) R. E. Wingo and Mills M. Wade (ms)
GUTHRIE 10,113	Leader, 107 W. Harrison, Tel.: BU 2-2222 (e ex Sat.) 3,983 .06 Flat Sunday edition (S) 3,983 .06 Flat		(I-R) (UP) (5¢, 10¢S, 30¢w, $1.25mo) (Southwest Dailies)	Guthrie Pub. Inc. Phil McMullen, Pres.-Pub.	Phil McMullen (e)	Norman Smith (sp-ne) Bob Mathis (sp-ne) Bette Ellen Smith (we)	Ridgeway Zelley (gm) H. O. Gaddis (cm)	Clovis Severe (mga) Norma Lee Lorenzen (cam)	.....
GUYMON 4,718	Herald, 419 N. Main, Tel.: 21 or 866 (e ex Mon and Sat.) 3,427 .07 Flat Sunday edition (S) 3,457 .07 Flat		(I) (UP) (5¢d, 5¢S, 25¢w-d&S) (Southwest Dailies)	Texas County Pub. Co. Raymond H. Fields, Pres.-Pub. Amon E. McKay, V.P.	Raymond H. Fields (eep-e) Amon E. McKay (exec. e & me)	Dottie Stoner (ne-Su) Amon E. McKay (sp) Vera Northup (we)	Raymond H. Fields (gm-bm) Mike Belanger (cm)	Wm. Sercomb (ad) Mae Moreland (cam)	Imogene Glover (apm) Don Allison (ms)
HENRYETTA 7,987	Free Lance, 115-121 N. 5th St., Box 950, Tel.: 4 (e ex Sat.) 3,729 .065 Flat Sunday edition (S) 3,729 .065 Flat		(I) (UP) (10¢, 15¢S, 40¢w)	Publications, Inc. J. Leland Gourley, Pres.-Pub.	J. Leland Gourley (eep-e-me)	Bill Tharp (ne-Su-sp) Peggy Smith (we)	J. Leland Gourley (gm-bm) Cleo Garrett (cm)	J. Leland Gourley (ad) Katherin Campbell (cam)	J. Leland Gourley (pm) John T. Morris (ms)
HOBART 5,380	Democrat-Chief, 216 W. Fourth, Tel.: 730 (e ex Sat.) 3,876 .055 Flat Sunday edition (S) 3,876 .055 Flat		(I-D) (UP) (5¢, 5¢S, 20¢w, 85¢mo) (Southwest Dailies)	Democrat-Chief Pub. Co. J. C. Nance, Pres. W. R. Hancock, Pub.	W. R. Hancock (eep-e)	Al Adams (ne) Joe Hancock (sp) Neville Hancock (we)	C. E. Stoops (cm) Ransom Hancock (bm)	Joe Hancock (ad) Zelda Aker (cam)	A. C. Aker (ms)
HOLDENVILLE 6,192	News, 116 North Creek, Zone 6, Tel.: 811 (e ex Sat.) 3,680 .05 Flat Sunday edition (S) 3,680 .05 Flat		(I-D) (UP) (5¢, 5¢S, 25¢w, $1.10mo) (Southwest Dailies)	Tom R. Phillips Estate, Owner-Pub. Lyndell N. Williams, Asst. Pub.	James R. Swoboda (me-ce)	James R. Swoboda (ne-Su-sp) Sue Cook (we)	Lyndell N. Williams (gm-bm) Bob Adkins (cm)	Lyndell Williams (ad-mga-ram) Bob Adkins (cam)	Lyndell Williams (pm-apm) Matthew McBryde (ms)
HUGO 5,984	News, Tel.: 977-8 (e ex Sat.) 3,514 .06 Flat Sunday edition (S) 3,514 .06 Flat		(I) (UP) (5¢, 5¢S, 30¢w, $1.25mo)	The Little Dixie Pub. Co. J. Leland Gourley, Pres. Jack Stamper, Pub.	Jack Stamper (eep-e)	Gene Nesbit (ne) Edna Arnett (we)	Jack Stamper (gm) Barrett Fellows (cm)	Mrs. Cledith Grant (ad)	Fay Summers (ms)
LAWTON 34,757 43,848-ABC-CZ 50,574-ABC Par. 15	Press, 3rd & A Ave., Tel.: EL 3-0620 (m ex Mon.) (AC) 7,132 Constitution (e ex Sat.) (AC) 12,707 Combined daily (me) (AC) 19,839 .14 Flat Constitution-Press (S) (AC) 18,045 .14 Flat		(D) (AP, UP) (5¢, 10¢S, $1.55mo., $2.40 comb.) (Southwest Dailies)	Lawton Publishing Co. Ned Shepler, Pub.	Ned Shepler (eep-e) Ted Ralston (me)	John Clabes (ne) Lew Johnson (sp) Lucille Potter (we)	Bill Bentley (bm) A. H. Ahlschlager (cm-City) Joe House (cm-Area)	R. W. Rice (ad-mga-ram) W. M. Patton (cam)	W. D. Hargraves (ms)
McALESTER 17,878 20,318-ABC-CZ 21,964-ABC Par. 15	News-Capital, 225-227 E. Choctaw, Tel.: GA 3-1700 (e) (AC) 8,001 .09 Flat		(I-D) (AP) (5¢, 25¢w, $1.10mo) (Burke, Kuipers and Mahoney, Inc.)	News-Capital Co. Lowell S. Turner, Pub.	Wm. E. Folsom, Jr. (eep-e-me-ce)	Hugh T. German (ne) Maysel Jones (we)	Lowell S. Turner (gm) Grace C. Manos (bm) Leo C. Toone (cm)	Jack W. Holbrook (ad-mga-ram-cam)	Jack W. Holbrook (apm) Spencer C. Manos (ms)
MIAMI 11,801 14,406 Local Est. 21,535-ABC-CZ	News-Record, 39 A, N.E., Tel.: KImball 2-5507 (e ex Sat.) (AC) 6,987 .08 Flat Sunday edition (S) (AC) 7,197 .08 Flat		(I) (UP) (5¢, 10¢S, 35¢w, $1.52mo) (Southwest Dailies)	Miami Newspapers, Inc. C. C. Woodson, Pres. C. M. Holden, Pub.	Jess Heck (e-me)	.....	C. M. Holden (gm)	Joe Woolard (am)	.....
MUSKOGEE 37,289 39,668-ABC-CZ 40,958-ABC-Par. 15	Phoenix, 214 Wall St., Tel.: Murray 2-3311 (m) (AC) 13,125 Times-Democrat (e) (AC) 3,450 Combined daily (me) (AC) 16,575 .13 Flat Phoenix (S) (AC) 16,241 Evening and Sunday (eS) (AC) 19,691 .13 Flat		(I) (AP, UP) (5¢m, e or S, 35¢w-m&S, $1.50mo) (The Branham Co.)	Okla. Press Pub. Co. Tams Bixby, Jr., Pres.-Pub.	Tams Bixby, Jr. (e) John L. Stone (me) Phil Harris (ce-TD) Arlo T. Wagner (ce-P)	Harmon Morgan (ne-TD) Glen W. Bays (ne-P) John L. Stone (Su) Warren Weakland (sp) Nellie F. Harris (we)	Tams Bixby, Jr. (gm) Tams Bixby, III (bm) Clyde Russell (cm)	Ted Chase (Nat'l adv) Ralph Ayres (mga-cam)	John Dearinger (ms)
NORMAN 27,006 34,417-ABC-CZ	Transcript, 215 E. Comanche St., P.O. Box 191, Tel.: JE 4-1800 (e ex Sat.) (AC) 7,029 .08 Flat Sunday edition (S) (AC) 7,187 .08 Flat		(I-D) (AP) (5¢, 10¢S, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	The Transcript Co. Fred E. Tarman, Pres.-Pub. Harold R. Belknap, Assoc. Pub.	Fred E. Tarman (eep-e) Dale F. Heckendorn (me)	.....	Fred E. Tarman (gm) Harold R. Belknap (bm) Robert B. Bell (cm)	Harold R. Belknap (ad-cam) Arthur C. Hoag (mga-ram)	.....
NOWATA 3,965	Star, 114 N. Maple, Tel.: 46 (e) 3,125 .05 Flat		(I-D) (AP) (J) (5¢, 25¢w, $1.00mo) (Southwest Dailies)	David P. Johnson d.b.a. Nowata Daily Star David P. Johnson, Pub.	David P. Johnson (eep-e) John Campbell (me) A. L. Dowthitt (ce)	Albert L. Douthitt (ne) Mrs. Clarice Sorey (we)	David P. Johnson (gm) Bruce Carnett (bm)	Bruce Carnett (ad-mga-ram) Mrs. Clarice Sorey (cam)	Donald Strain (ms)
OKEMAH 3,454	Leader Tel.: 620 (e ex Sat. and Mon.) 2,516 .045 Flat Sunday edition (S) 2,516 .045 Flat		(D) (AP) (J) (5¢, 5¢S, 25¢w, $1.00mo) (Southwest Dailies)	W. G. Strong, Pres.-Pub.	Jack W. Strong (e)	Frank Hampton (ne) Frances Strong (we)	W. G. Strong (gm-bm) Garvin Strain (cm)	Jack W. Strong (ad-mga-ram) Garvin Strain (cam)	Joe Sewell (ms)
OKLAHOMA CITY 243,504 299,825-ABC-CZ	Oklahoman, 500 N. Broadway, Zone 1, Tel.: CE 2-3311 (m) (AC) 147,786 .60 Flat Times (e) (AC) 109,875 .55 Flat Combined daily (me) (AC) 257,661 .80 Flat Oklahoman (S) (AC) 240,326 .80 Flat Evening and Sunday (eS) (AC) 350,201 1.10 Flat Morning and Sunday (mS) (AC) 388,112 1.15 Flat Morning, Evening and Sunday (meS) (AC) 497,986 1.50 Flat		(I-D) (AP, INS, CDN, RN, NYHT) (5¢m or e, 20¢S, 60¢w) (The Katz Agency, Inc.)	Oklahoma Pub. Co. E. K. Gaylord, Pres.-Pub. Edward L. Gaylord, Exec. Vice-Pres.	E. K. Gaylord (e) Carl K. Stuart (me) Ralph Sewell (asst. me & ce-T) Chan Guffey (ce-O)	Davis Funderburk (ne-O) Glen Turrentine (ne-T) Paul C. Hood (Su) John Cronley (sp) Ivy Coffey (we)	E. K. Gaylord (gm) Edward L. Gaylord (asst. gm) Clyde Reeves (cm) G. E. Killian (com)	William F. Sykes (adv. Dir.) Tom Clement (asst. ad) Sidney A. Musser (mga) W. L. Denison (ram) Edgar L. Stanley (cam)	John Blatt (apm) Robert S. Spahn (prod m)
OKMULGEE 18,317 18,317-ABC-CZ	Times, 117 East 7th, Zone 4, Tel.: 3600 (m ex Mon.) (AC) 6,874 .08 Flat Sunday edition (S) (AC) 6,914 .08 Flat		(I-D) (UP) (5¢, 15¢S, 35¢w, $1.50mo) (Southwest Dailies)	Times Pub. Co. Donald W. Reynolds, Pres.-Pub.	Joehugh Mansfield (e) Don Dodd (Ex. e)	Wilbur Wiggs (ne) Morton Scott (sp) Helen Moreland (we)	Joehugh Mansfield (gm-bm) Gene Fields (cm)	Robert Hall (ad-mga-ram) Arline Hayden (cam)	Robert Hall (apm) E. C. Hundley (ms)

State Industry Expands $850 Millions In 2 Years

Oklahoma gained $850 millions more industry, 16,000 more jobs and $90 millions more annual payroll in the past two years, the state department of commerce and industry has reported.

In metropolitan Oklahoma City, greater sales gains were shown in recent years than in any other major southwestern metropolitan city. Look at these Oklahoma City increases*:

Total Retail Sales ..... Up 24.3%
Per Family Retail Sales ..... Up 14.1%
Food Sales ..... Up 40.4%
Drug Sales ..... Up 38.7%

That's proof that more people, more payrolls add up to more sales in a growing market!

The Oklahoman and Times give advertisers unequalled coverage of the growing Oklahoma market, with a quarter of a million Sunday circulation reaching almost half the families in the state! Actually 20% or more of the households are covered in 52 of the state's 77 counties!

Are you getting your share of this growing market? Increasing your advertising program in the Oklahoman and Times is the best way to strengthen your marketing plan for Oklahoma.

THE BETTER YOU KNOW OKLAHOMA, THE BETTER YOUR SALES FUTURE LOOKS!

THE DAILY OKLAHOMAN

Published by The Oklahoma Publishing Co.
Represented by the Katz Agency

OKLAHOMA CITY TIMES

*Source: Sales Management Survey of Buying Power 1957 and 1954.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PAULS VALLEY 6,896 8,800 C. of C. Est.	Democrat, 108 S. Willow, Tel.: 1100 (e ex Sat. and Mon.) 3,897 Sunday edition (S) 3,897	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, $1.10 mo) (Southwest Dailies)	Democrat Printing Co., Inc. Ed Burchfiel, Pres. Ken Reid, Secy.-Treas., Owners	Ed Burchfiel (me)	Gary Reid (ne) Joy Clark (we)	K. O. Reid (bm)	Ken Reid (mga) Octo Roberts (ram)	Lewis Owensby (ms)
PAWHUSKA 5,331	Journal-Capital (e ex Sat. and Mon.) 3,570 Sunday edition (S) 3,570	.06* .06*	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1.00mo) (none)	Osage Newspaper Co. Glen Van Dyke, Pres.-Pub.	Frank Spencer (eep-e)	Georgia Ferguson (we)	Glen Van Dyke (gm) Jesse Dixon (bm) Georgia Ferguson (cm)	Jesse Dixon (ad)	Jesse Dixon (pm-apm) S. J. Love (ms)
	*.08 in combination with Weekly Osage Journal (Friday).									
PERRY 5,137	Journal, 714 Delaware, Tel.: 38 (e ex Sat.) 3,351 Sunday edition (S) 3,351	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 30w-d&S) (none)	Perry Journal Co. Avis A. Leatherock, Pres. Milo W. Watson, Pub.	Milo W. Watson (e) Fred G. Beers (me) Gene Taylor (ce)	George Ann Elliott (we)	Milo W. Watson (gm) Bob Craft (cm)	Bill Faris (ad) Iverna Chestnut (cam)	
PONCA CITY 20,185 22,751-ABC-CZ 28,094-ABC Par. 15	News, 200 North Third, Tel.: Rogers 5-3311 (e ex Sat.) ⓐ 11,198 Sunday edition (S) ⓐ 11,373	.10 .10	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (Burke, Kuipers & Mahoney, Inc.)	Ponca City Pub. Co. Clyde E. Muchmore, Pub.	Gareth Muchmore (e) Max Stokesberry (ce)	Bonnie Haas (we)	Allan Muchmore (bm) C. C. Winner (cm)	Bob Herr (ad) F. E. Rains (ram)	Harley Hayen (ms)
PRYOR 4,486	Times, 5 North Vann Tel.: 92 (e ex Sat.) 3,037	.05	Flat	(I) (AP) (5¢, 25¢w) (Southwest Dailies)	O-K Investors, Incorporated, Pub. Roy F. Bailey, Pres. W. W. Morford, Treas. M. R. Krehbiel, V.P.-Sec.	Roy F. Bailey (e-me)	Ruth Morford (we)	Roy F. Bailey (gm) W. W. Morford (bm) Dale Cottrell (cm) M. R. Krehbiel (com)	W. W. Morford (ad)	W. W. Morford (pm-ms)
SAPULPA 13,031	Herald (e ex Sat.) 4,880 Sunday edition (S) 4,880	.06 .06	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Southwest Dailies)	Sapulpa Herald R. P. Matthews, (Pres.-Pub.)	R. P. Matthews (eep-e-me) C. R. Matthews (ce)	C. R. Matthews (ne-Su) Max Batchelder (sp) Faye Dunlap (we)	R. P. Matthews (gm) Mrs. R. P. Matthews (bm) Don Smith (cm)	Ted Olson (ad-mga-ram) Chris Johnson (cam)	R. P. Matthews (pm) Ted Olson (apm) Lawrence DeLong (ms)
SAYRE 3,362	Headlight-Journal (e ex Sat.) 2,984 Sunday edition (S) 2,984	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Southwest Dailies)	W. J. Bacon, Pub.	W. J. Bacon (e)	A. B. Hamm (sp) Mrs. W. J. Bacon (we)	W. J. Bacon (gm). W. G. Hardwick (cm)	Mrs. Faye Trimble (cam)	Sam Dowdell (ms)
SEMINOLE 11,863	Producer (e ex Sat.) 3,951 Sunday edition (S) 3,951	.06 .06	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢ w-d&S, $1.25mo) (Southwest Dailies)	The Producer-News Company H. Milt Phillips, Pub.	H. Milt Phillips (eep-e) Alex Adwan (me-ce)	A. L. Givens (ne-sp) Lissa Bush (we)	H. Milt Phillips (gm-bm). Fay Cauthron (cm)	Ted M. Phillips (ad-mga-ram-cam)	Ted M. Phillips (apm) Fay Cauthron (pm) C. E. Sciance (ms)
SHAWNEE 22,948 25,105-ABC-CZ 28,193-ABC Par. 15	News Star, 215 N. Bell, Tel.: 4200 (m ex Mon.) ⓐ 10,896 Sunday edition (S) ⓐ 11,116	.10 .10	Flat Flat	(I) (AP) (5¢, 10¢S) (Burke, Kuipers & Mahoney, Inc.)	Shawnee News Co. O. S. Stauffer, Pres.	N. B. Musselman (eep-e) Jack Spencer (me) Jack Reese (ce)	Jack Reese (ne) N. B. Musselman (Su) Roy Angel (sp) Ruth Warren (we)	N. B. Musselman (gm-bm) Curtis Byers (cm)	Maurice C. Moore (ad-mga-ram) Lucile Jones (cam)	Maurice C. Moore (pm-apm) John Lawhon (ms)

The population of

METROPOLITAN TULSA

IS NOW

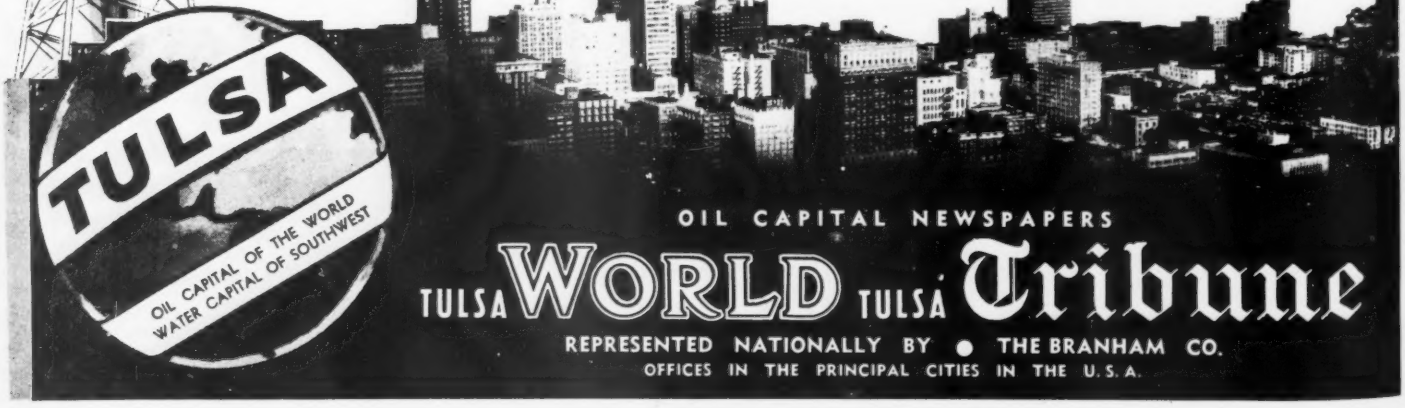
323,500

(SM Survey of Buying Power)

Beautiful, bustling Tulsa . . . Oil Capital of the World, and center of the billion-dollar Magic Empire, Tulsa's trade territory. Metropolitan Tulsa's †323,500 residents represent an effective buying income of †$610,013,000.

The best way to get YOUR share of business in this rich market is to advertise in the Oil Capital Newspapers, the Tulsa World and the Tulsa Tribune . . . preferred reading of *167,854 people in the fabulous Magic Empire.

*9/30/57 ABC Publisher's Statement
†1957 Sales Management Survey of Buying Power



OIL CAPITAL NEWSPAPERS

TULSA WORLD TULSA Tribune

REPRESENTED NATIONALLY BY • THE BRANHAM CO.

OFFICES IN THE PRINCIPAL CITIES IN THE U.S.A.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
STILLWATER 20,238	News-Press (e ex Sat.) 6,878 Sunday edition (S) 6,878	.08 Flat .08 Flat	(I-D) (J) (UP) (5¢, 10¢ S, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Stillwater Pub. Co. R. M. Bellatti and L. F. Bellatti, Co-Publishers	R. M. Bellatti (eep-e)		R. M. Bellatti (bm) W. Neph (cm)	L. F. Bellatti (ad)	Leo Tunnell (ms)
TULSA 182,740 235,000 ('55 State Est.) 226,290-ABC-CZ 265,145-ABC Par. 15	Tribune (2) (e) 74,263 World (m) 93,591 Combined daily (me) 167,854 World (S) 151,334	.... .50 Flat .50 Flat	(I-R) (AP, NANA, UP) (I) (AP, INS, ONA, UP) (5¢, 15¢S, 30¢w-d, 45¢d&S, $1.30 m-d, $1.95m-d&S) (The Branham Co.)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.-Pub. World Pub. Co. Maud Lorton Myers, Pub.-Board Chmn.	Jenkin Lloyd Jones (e) Harmon Phillips (me) Gordon Fallis (ce) N. G. Henthorne (e) Sid Steen (me) R. Billings (ce)	John H. Booker (ne) Jack Charvat (sp) Cathryn McCune (we) Russell Gideon (Su) B. A. Bridgewater (sp) Virginia Morris (we)	Rex. A. Justus (V. P. & bm) L. W. McFetridge (Secty-Treas. & cir. dir.)	Rex A. Justus (ad) M. E. Elder (mga) Carl P. Flynn (local ad. mgr) Frank Mattoon (cam)	Clarence Allen (pm) O. M. Harper (ms)
	The Tulsa World and the Tulsa Tribune are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company to conduct the operations of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corp., agent; R. L. Jones, Jr., president; L. W. McFetridge, secretary-treasurer and circulation director; Rex A. Justus, vice president, business manager and advertising director; M. E. Elder, manager general advertising; Carl P. Flynn, local advertising manager; Frank Mattoon, classified advertising manager; O. M. Harper, mechanical superintendent; Clarence Allen, promotion manager.								
VINITA 5,518	Journal 138 S. Wilson, Tel.: 22, 120 (e) 3,686	.05 Flat	(I) (UP) (5¢, 20¢w, 75¢ mo) (Southwest Dailies)	Vinita Pub. Co. O. B. Campbell, Pres. O. B. Campbell and L. W. Hightower, Pubs.	O. B. Campbell (e-me) Sammy Love (ce)	Sammy Love (ne-sp) Mrs. Dan Moore (we)	O. B. Campbell (gm-bm-cm)	Francis Taylor (ad)	L. W. Hightower (ms)
WEWOKA 6,747	Times, 200 East 2nd, Tel.: 1200 (e ex Sat. & Mon.) 3,121 Sunday edition (S) 3,121	.055 Flat .055 Flat	(I) (UP) (5¢, 5¢S, 25¢ w-d&S, $1.10mo) (Southwest Dailies)	Wewoka Times Co., Inc. Kenneth O. Reid, Pres.	Charles D. Rhoades (e)	Mack Young (sp)	Chas. R. Clark (bm)	Chas. R. Clark (mga-ram)	Bill Ashley (ms)
WOODWARD 5,915	Press, 1023 Main, Tel.: 172 or 173 (e ex Sat.) 5,275	.06 Flat	(I) (UP, INS, NEA) (J) (5¢, 65¢mo) (none)	Woodward Daily Press G. C. Lawrence, Pub.		Clark Lawrence, Jr. (ne)	Mrs G. C. Lawrence (bm)	E. H. Smith, Jr. (mga)	H. H. Holmes (ms)

OREGON

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 10,115 12,300 ('56 State Est.) 12,734-ABC-CZ 15,413-ABC-Par. 15	Democrat-Herald, 314 W. 2nd Ave., Tel.: WAbash 6-2211 (e) 10,262	.10 Flat	(I) (UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	The Democrat-Herald Elmo Smith, Ed. & Pub.	Dave Averill (me)	Maury Sanderson (ne) Dick Nafsinger (sp) Ianthe Smith (we)	Elmo Smith (gm) Ralph B. Lee (asst. gm) Glenn Beaumont (cm) Clifford P. Bryan (com)	Ralph B. Lee (ad) R. B. Lee (cam)	Ralph B. Lee (pm) Ernest Fingerlos (ms)
ASHLAND 7,730 8,597 ('56 Spec. State Cen.)	Tidings, 150 E. Main, Tel.: MU 9-6251 (e) 3,017	.06 Flat	(R) (UP) (5¢, $1mo) (none)	Ashland Ptg. Co., Inc. Graham M. Dean, Pub.	Graham M. Dean (e) Wm. Henley, Jr. (ce)	Glenn Prescott (sp) Faith McCullough (we)	Graham M. Dean (bm)	J. G. Anderson (ad-ram) Dee Cooley (cam)	Glenn Prescott (ms)
ASTORIA 12,331 12,331-ABC-CZ	Astorian-Budget Tel.: FAirfax 5-3211 (e) 6,478 .08*	Flat	(I) (UP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Astorian-Budget Pub. Co. R. B. Chessman, Pres.-Pub.	Fred Andrus (eep-e-me) John Nellor (ce)	John Nellor (ne) Phillippa Seabrook (we)	R. B. Chessman (gm) J. Verschueren (bm-cm)	Troyer Thompson (mga-ram)	Custer Waddell (ms)
	*.09 in combination with weekly (Friday), combined circulation 7,045.								
BAKER 9,471 9,500 ('56 State Est.) 10,000 Loc. Est.	Democrat-Herald, 1915 First St., Tel.: JA 3-3673 (e) 2,874	.06 Flat	(I) (AP) (5¢, $1.25 mo)	The Baker Publishing Co. Lee C. Bollinger, Pub.	Lee C. Bollinger (eep-e)	Elliot Carlson (ne) Patricia Stewart (we) Larry Adsit (sp)	Walter Moe (cm) Lee C. Bollinger (gm)	Dennis Smith (ad) B. M. Ragsdale (cam)	Harold Wright (ms)
BEND 11,409 11,990 ('56 State Est.) 12,634-ABC-CZ	Bulletin, Tel.: EV 2-1811 (e) 5,077	.08 Flat	(R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	The Bend Bulletin Robert W. Chandler, Pub.	Robt. W. Chandler (eep-e) Phil F. Brogan (assoc.-ed.) William Yates (me)	Bob Barber (sp) Ila S. Grant (we)	Robert W. Chandler (gm) Riley D. Allen (bm) L. W. Meyers, Jr. (cm) N. Westcoatt (com)	Jack McDermott (ad) Jack Judd (ram) Geo. Skauguet (cam)	Loren Dyer (ms)
COOS BAY-NORTH BEND 6,222—Coos Bay 6,099—North Bend 10,801-ABC-CZ 12,181-ABC Par. 15	World, Fourth & Bennett, Tel.: CO 7-2133 (e) 11,821	.10 Flat	(D) (UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Times, Inc. Sheldon F. Sackett, Pres.-Pub. Forest Amsden, Assoc. Pub.-Exec. E. Helen W. Johnson, Asst. to Pub.	Sheldon F. Sackett (e) Richard Kelly (me)	Forest Amsden (ne) Helen Johnson (we)	Evelyn Fennemar (bm) Lois Tindell (cm)	Morris Jones (ad-mga-cam) Harry Bultmann (ram)	Donald M. Reiber (ms)
CORVALLIS 16,207 19,568-ABC-CZ	Gazette-Times, 3rd & Jefferson, Tel.: PLaza 3-7305 (e) 6,516	.075 Flat	(R) (UP) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Corvallis Gazette-Times R. C. Ingalls, Pub.	R. C. Ingalls (eep-e) Bruce K. Myers (me) T. M. Bradley (ce)	Bruce K. Myers (ne) Jack Rickard (sp) Miss J. McKenzie (we)	Arthur L. Lowe (gm) R. Miles (cm)	Leonard Brown (ad-mga) Mrs. Loraine Bishop (nam) Don Thomas (cam)	Arthur Lowe (pm) Esten Winegar (ms)
EUGENE 35,879 44,406 ('56 State Est.) 59,654-ABC-CZ	Register-Guard, 975 High, Tel.: DIamond 5-1551 (e) 33,002 Sunday edition (S) 33,045	.19 Flat .19 Flat	(I) (AP, UP) (5¢, 10¢ S, $1.75mo-d&S) (Sawyer-Ferguson-Walker Co.)	Guard Pub. Co. Alton F. Baker, Pres.-Pub.	Alton F. Baker, Jr. (e) Herbert C. Baker (me) Dan Wyant (ce)	Wm. Wasmann (ne) Dick Strite (sp) Kay Lundeen (we)	Edwin M. Baker (bm) J. E. Fugle (cm) W. B. Johnston, Jr. (com)	E. C. Pressman (ad) Robert G. Christenson (ram) Merris Heaton (mga) Ross G. Johnson (cam)	Robert K. Bertsch (pm) Arne Strommer (prod. mgr)
GRANTS PASS 5,116 9,716 ('56 State Est.) 9,716-ABC-CZ	Courier, S. E. & I, Tel.: GR 6-4417 (e) 7,344	.07 Flat	(IR) (AP, UP, Pic-Fax) (J) (5¢, $1.15 mo) (none)	Courier Pub. Co. A. E. Voorhies, Pres. Earle E. Voorhies, Pub.	Kenneth L. Hicks (eep)	Kenneth L. Hicks (ce)	Earle E. Voorhies (bm)	Odd Chas. Lunde (ram)	
KLAMATH FALLS 15,875 19,400 ('57 State Est.) 27,395-ABC-CZ	Herald & News, 1301 Esplanade, Tel.: TU 4-8111 (e ex Sat.) 13,271 Sunday edition (S) 13,219	.10 Flat .10 Flat	(I-R) (AP, UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Southern Oregon Pub. Co. Frank Jenkins, Pres.-Pub.	Frank Jenkins (e) Bill Jenkins (me) Floyd Wynne (ce)	James Coon (ne) Jim Crow (sp) Florence Jenkins (we)	Frank Jenkins (gm-bm) Maurice Miller (cm)	A. D. Addison (ad-ram) J. A. McDonald (mga) W. H. Totton (cam)	
LA GRANDE 4,636 5,100 ('56 State Est.) 10,538-ABC-CZ	Observer, 1710 Sixth St., Tel.: WO 3-3161 (e) 3,786	.07 Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Grande Ronde Valley Pub. Co. F. E. Weybret, Pres. Ray C. Anderson, Pub.	Ray C. Anderson (eep-e) Stephen Loy (me)	Steve Loy (ne) Robt. Buchanan (sp) Maxine Nurmi (we)	Ray C. Anderson (gm-bm) Thomas Humes (cm)	George S. Challis (ad-mga-ram) Barbara Evans (cam)	George S. Challis (pm-apm) Robert Cash (ms)
McMINNVILLE 6,635 6,911 ('56 State Cen.) 6,970 Loc. Est.	News-Register, Tel.: 3441 (e) 3,935	.07 Flat	(R) (UP) (J) (West-Holliday Co., Inc.)	J. B. Bladine, Pub.	P. N. Bladine (e) Julian Prescott (ne)	Paul Durham (sp) Deeanne Wilkie (we)	Harold Keckley (cm) Homer Rohse (bm)	Homer Rohse (ad) Barbara Fuller (cam)	Romeo Gouche (ms)
MEDFORD 17,305 19,060 (Spec. Census '54) 22,095-ABC-CZ	Mail Tribune, 27 No. Fir St., Tel.: SP 2-6141 (e ex Sat.) 15,630 Sunday edition (S) 16,098	.095 Flat .095 Flat	(I) (UP) (10¢, 10¢S, 40¢w, $1.50mo) (West-Holliday Co., Inc.)	Medford Ptg. Co. R. W. Ruhl, Pres.-Pub.	R. W. Ruhl (eep-e) Eric Allen, Jr. (me) Earl H. Adams (ce)	Harry C. Chipman (ne) Earl H. Adams (Su) Richard Jewett (sp) Mrs. Olive Starcher (we)	Gerald T. Latham (bm) Dale E. Erickson (cm)	Herbert G. Grey (ad-mga-ram) Mrs. May Brown (cam)	Herbert G. Grey (pm-apm) James C. Murray (ms)
OREGON CITY 7,502 8,337 ('56 State Est.)	Enterprise-Courier, Tel.: 5273 or Olive 4-5464 (m ex Mon. & Sat.) 6,825 Sunday edition (S) 7,375	.085 Flat .085 Flat	(I-R) (UP) (J) (10¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Enterprise Courier Pub. Co. Edw. P. Kaen, Pub. Laurence Munz, Asst. to Pub.	Edw. P. Kaen (e)	Dave Dullea (ne) Bob Gaittens (sp) Gerry Pearson (we)	Helen A. Kaen (bm) Bill Smith (cm)	Pete King (ram)	Peter King (apm) Guy Hoyt (ms)

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PENDLETON	East Oregonian, 211 S.E. Byers, Tel.: CR 6-2211 (e) 8,129	.09	Flat	(I) (AP) (J) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	East Oregonian Pub. Co., Inc. Mrs. E. B. Aldrich, Pres.	J. W. Forrester, Jr. (eep-e) Nolan Skiff (me) Jim Eardley (ce)	Bill Thompson (ne) Nolan Skiff (sp)	Eleanor Forrester (bm) Bob Thomas (cm)	Norris P. Stettler (ad-mga) Earl Jambura (cam)	Frank Miller (me)
11,774 14,500 ('56 State Est.) 12,291-ABC-CZ 14,500-ABC Par. 15										
PORTLAND 373,628 462,833-ABC-CZ	Journal of Commerce (7), Tel.: CApitol 2-9977 (m) 3,755	.13	Flat	(I) (J) (10¢, $2.00mo)	Daily Journal of Commerce Mrs. H. G. Haugsten, Pres.-Pub.	Lew E. Evans (e)			Charles A. Couche (ad) William Caplan (legal adv. mgr.)	
	Oregonian, 1320 S.W. Broadway, Zone 1, Tel.: CA 6-2121 (m) 229,636 Sunday edition (S) 291,139	.68 .78	.59 .69	(I-R) (AP, CDN, INS, CT-NYN, NANA, RN, NYT) (J) (5¢, 15¢S, 65¢w, $1.95 mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Oregonian Pub. Co. M. J. Frey, Pres.-Pub. Wm. R. Morrish, Asst. to Publ.	Herbert Lundy (eep) Robt. C. Notson (me) J. Richard Nokes (ce)	John Piper (ne) John Armstrong (Su) L. H. Gregory (sp) Gwladys Bowen (we)	J. R. Somerville (com) L. J. Cascadden (cm)	H. V. Manzer (ad) Richard J. Jones (mga-ad) Robt. E. Moore (ram) Max Taylor (cam)	E. S. Niederkorn (pm) Donald R. Newhouse (prod. m)
	Oregon Journal, 800 S.W. Front Ave., Zone 7, Tel.: CApital 2-5511 (e) 180,021 Saturday edition (Sat.) 166,599 Sunday edition (S) 200,669	.68 .68 .68	.63 .63 .63	(I) (UP, AP, INS) (5¢, 15¢S, 45¢w-d&S, $1.95 mo) (O'Mara & Ormsbee, Inc.)	The Journal Pub. Co. Wm. W. Knight, Pres.-Pub.	Roy J. Beadle (eep) Arden X. Pangborn (e) Harry Leeding (ce)	Baxter Hubbard (ne) Fred H. McNeil (exec. ne) Ed O'Meara (Su) George Pasero (sp) Mary Lawrence Bennett (we)	Wm. W. Knight (gm) D. S. Haines (adm. asst.) R. D. Young (com) Rollin Monson (cir. mgr)	Harry McLain (ad) Arthur B. Wallace (mga) Wm. N. Wiswall (ram) George Putz (cam)	H. E. Clark (pm) W. E. Gibbons (ms)
ROSEBURG 11,117 12,000-State Cen. 15,818-ABC-CZ	News-Review (e) 11,262	.095	Flat	(I-R) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	News Review Co., Inc. Frank Jenkins, Pres. (Home address Klamath Falls, Ore.)	Charles V. Stanton (eep-e) George Castillo (asst. e) Chuck Grell (ce)	Chuck Grell (ne) Jim Vance (sp) Lotus Porter (we)	C. V. Stanton (gm) Addye Wright (asst. bm) A. Fuller Johnson (cm)	Lloyd Stutsman (ad-mga-ram) Marjorie Miles (cam)	Lloyd Stutsman (pm-apm) W. Frederickson (ms)
SALEM 43,140 44,947 (Spec. Census '54) 54,297-ABC-CZ	Capital Journal (e) 16,774			(I-R) (AP, UP) (5¢, $1.50mo) (Ward-Griffith & West-Holliday Co., Inc.)	Capital Journal E. A. Brown, Pub.	Glenn Cushman (me) Douglas Seymour (ce)	Gerald McFarland (ne) Don Fair (sp) Marian Lowry Fischer (we)	Hunt Clark (cm) Wendell Willmarth (comp.)	Robt. Sprague (ad-mga) Ray Greene (cam)	Frank Lorenz (ms)
	Oregon Statesman (m) 20,009 (me) 36,783 Sunday edition (S) 20,052 Evening and Sunday (eS) 36,826	..... .22 ..... .22	..... Flat ..... Flat	(I-R),(AP) (J) (5¢, 10¢S, $1.75mo) (Ward-Griffith Co., Inc. and West-Holliday Co., Inc.)	Charles A. Sprague, Pub.	Charles A. Sprague (eep-e) Wendell Webb (me) Robt. Gangware (ce)	J. Wesley Sullivan (ne) Al Lightner (sp) Maxine Buren (we)	Hunt Clark (cm)	Phil Gilstrap (mga)	

NOTE: The Oregon Statesman and Capital Journal are owned by one company but are editorially separate. All business operations are conducted by the jointly owned Statesman-Journal Company. Officers for the special departments are E. A. Brown, Advertising Director; Hunt Clark, Circulation Director; Wendell Willmarth, Comptroller; Frank Lorenz, Mechanical Superintendent.

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THE DALLES 7,676 9,864 Spec. '54 Census 8,127-ABC-CZ 10,093-ABC-CZ Par. 15 11,800 Loc. Est.	Chronicle, First & Madison Sts., Tel.: CY 6-2141 (e ex Sun.)* 4,630	.08	Flat	(I) (UP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	Mid-Columbia Publishing Co. Luman G. Miller, Pub. (Scripps League)	Luman G. Miller (e) James Weeks (me) H. E. Philby (ce)	Frank Carruth (sp) Jane Miller (we)	Luman G. Miller (gm) Darold Dayley (cm)	Fred Heldt (ad) Marlyn Carlson (cam)	W. J. Hatfield (ms)

Note: *Sunday edition discontinued June, 1957.

PENNSYLVANIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
ALLENTOWN 106,756 147,126-ABC-CZ	Call, 6th & Linden Sts., Tel.: HE 3-4241 (m) 73,111 Chronicle (e) 21,951 Combined daily (me) 95,062 Call-Chronicle (S) 78,867 Saturday evening and Sunday (eS) 100,818	.255 .12 .30 .255 .30	Flat Flat Flat Flat Flat	(I) (AP, INS, UP) (5¢, 10¢S, 30¢w-d, 40¢ w-d&S, $1.28mo-d, $1.73mo-d&S) (Story, Brooks & Finley, Inc.)	Call-Chronicle Newspapers, Inc. J. C. Shumberger, Chm. of Bd.-Pub. Donald P. Miller Exec. V. P. Samuel W. Miller, V. P.	W. D. Reimert (eep-me) Percy B. Ruhe (e-C) Samuel W. Miller (e-CH) George Nehrbas (ce-C) Floyd W. Stickle (ce-CH)	John Y. Kohl (Su) Joseph McCarron (sp-C) David A. DeLong (sp-CH) Doris Leete (we-S) Frances Weishampel (we-C) Martha Schlotterer (we-CH)	Donald P. Miller (gm) Richard J. Hummel (bm) John E. Weiler (cm)	Gen. Charles C. Curtis (ad) P. W. Leisenring (mga) H. H. Weibel (ram) Geo. E. Jordan (cam)	Gordon B. Fister (pm) S. W. Miller (rd) Herbert Cox (Prod. m)
ALTOONA 77,177 100,658-ABC-CZ	Mirror, 1000 Green Ave., Tel.: WI 4-7171 (e) 32,024	.16	Flat	(I) (UP) (J) (7¢, 40¢w, $1.50mo) (None)	Mirror Ptg. Co. J. E. Holtzinger Pres.	Herman S. Reifsnyder (eep-e-me) J. Edward Benney (ce)	Frank B. White (ne) Edgar P. Short (sp)	J. E. Holtzinger (gm-bm) Frank J. Aigner, Sr. (cm)	Richard E. Beeler (mga-ram) James G. Slep (cam)	D. Oscar Nelson (ms)
	Tribune, Tel.: 8181 (m) 8,371	.10	.09	(I) (AP) (7¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Times Tribune Co. Theodore Arter, Jr., Pres. A. B. Crane, Pub.	Robert W. Boyer (eep-e) Don D'Elia (ce)	Mrs. Katherine Kelly (we) Joseph Musselman (sp)	Joseph A. Wood (gm) Bernard J. Krauth (cm) John P. Nardella (bm)	Leo. M. Carroll (ad) Jos. A. Wood (cam)	Charles H. Hall (ms)
AMBRIDGE 16,429	Citizen, 930-40 Glenwood Ave., Tel.: COngress 6-3333 (e ex Sat.) 8,211	.065	Flat	(I-R) (INS) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Citizen Ptg. & Pub. Co. Mrs. Ione E. McNees, Pres. Vaughn R. Arnold, Pub.	A. T. Thompson (eep-e) V. R. Arnold (me) J. Robert Crover (ce)	A. T. Thompson (ne) Adam Wolicki (sp) Caryl McNees (we)	Vaughn R. Arnold (gm-bm) Joseph S. Plevel (cm)	William Merz (ad) Joseph D'Antonio (ram) Audrey Mottern (cam)	Nick Karakitsos (pm) James Laffey (ms)
ASHLAND 6,192	News, N. 9th St., Tel.: 84 (e) 3,201	.042	.035	(R) (UP) (7¢, $1.25 mo) (Bottinelli-Kimball, Inc.)	Kyler Pub. Co. Florence E. Kyler, Pres Hubert H. Strunk, Pub.	Hubert H. Strunk (e)		Isabel Davison (cm)		Clarence Cleaver (ms)
ATHENS	See Sayre.									
BANGOR 6,050	News, Tel.: 205 or 605 (e) 2,830	.07	Flat	(I) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Charles M. Meredith, Owner	Harry Hess (e) C. Meredith (me)	Harry Hess (sp) William F. Jory (we)	Alfred de Renzis (gm-bm) Ernest Lohman (cm)	Ernest Lohman (ad-cam) J. Pipher (mga)	J. Pipher (pm)
BEAVER-~~ROCHESTER~~-ALIQUIPPA-AMBRIDGE 26,132—Aliquippa 6,360—Beaver 7,197—Rochester 16,429—Ambridge 65,620-ABC-CZ	Beaver Valley Times (e) 23,584	.16	Flat	(I) (UP) (7¢, 40¢w) (Burke, Kuipers, Mahoney, Inc.)	Beaver Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Jack Malone (e) Ralph Temples (me) W. W. Anderson (ce) Beaver Roch. Gene Tabacchi (ce) Aliquippa-Amb.	Fran Hollendonner (ne) Frank Worbs (sp) Gladys Gibbons (we)	Ray J. Taylor (gm) Adam Jackson (cm) James R. Miller (com)	Daniel Paulovich (ram)	Ray J. Taylor (rd)
BEAVER FALLS-NEW BRIGHTON 17,375—Beaver Falls 9,535—New Brighton	News-Tribune, 715-13th St., Tel.: 2560 (e) 18,010	.12	Flat	(I-R) (AP) (J) (7¢, 40¢ w, $1.75 mail month) (Ward-Griffith Co., Inc.)	Tribune Ptg. Co. Margaretta D. Stewart, Pres.	James H. March (eep)	Frances McDanel (ne) Ernie Konvonlinka (sp) Margaret Keller (we)	James H. March (gm) Wm. Behringer (com)	Wm. Dentzer (mga) Hazel Cox (cam)	Wm. O. McLean (apm)
BEDFORD 3,521	Gazette, 117 S. Juliana St., Tel.: 203 (m) 4,602	.06	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (Howland & Howland, Inc.)	Gazette Pub. Co., Inc. John H. Biddle, Pres. Hugo K. Frear, Pub.	Hugo K. Frear (eep) E. R. Edwards (me)	William Jordan (sp)	Robert Miller (cm)	Harold B. Cessna (ad) Robert Miller (cam)	Geo. E. Tritle (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CONNELLSVILLE 13,293 24,188-ABC-CZ 25,178-ABC Par. 28	Courier, 127-129 W. Apple St., Tel.: MA 8-2000 (e) ⓐ 11,680 .09 Flat	(I-R) (INS, UP) (7¢, 42¢w) (Julius Mathews Special Agency)	The Courier Co., Inc. Jas. M. Driscoll, Pres.	Jas. M. Driscoll (eep)	John H. Wh..ic (ne) Margaret Atkinson (we)	Jas. M. Driscoll (gm) J. Wylie Driscoll (bm) Edw. L. Smith (cm)	J. Wylie Driscoll (mga-ram-cam)	Paul V. Driscoll (ma
CORRY 7,911	Journal, 28 W. South, Tel.: 2-8291 or 3-0801 (e) 3,669 .05 Flat	(I) (AP) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Corry Evening Journal	George R. Sample (eep-e-me-ce)	George R. Sample (ne) Thomas Titus (sp) Jackie Paulson (we)	George R. Sample (gm-bm-cm)	William Chiricuzio (ad-mga-ram) Helen R. Hixson (cam)	John McLaughlin (ms)
DANVILLE 6,994	News, 14 E. Mahoning, Tel.: BR 5-3235 (e) 3,611 .05 Flat	(I) (AP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Danville News, Inc. W. K. Ulerich, Pres.- L. W. Stauffer, Pub.	Jack Feeley (e-ce)	Ted Jones (ne) Pat Eichner (we) Walter Lancosky (sp)	L. W. Stauffer, (gm)	Robert Leedy (ad)	
DONORA 13,196 24,267-CZ-Loc. Est.	Herald-American, 565 Meldon Ave., Tel.: 650 or 651							
			NOTE: Combined with Monongahela Daily Republican.					
DOYLESTOWN-HATBORO 5,262-Doylestown 4,788-Hatboro	Intelligencer, Monument Square, Tel.: Fillmore 8-3532 (e) 8,893 .08 .07	(R) (UP) (J) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball Inc.)	Intelligencer Co. Stanly W. Calkins, Co-Pub. M. C. Hotchkiss, Co-Pub.	John Kochalka (e)	F. Bothwell (ne) M. Foster (sp) Alice Gilbert (we)	Murray C. Hotchkiss (gm) Robert M. Hotchkiss (bm) D. DiValerio (cm)	W. A. Lynch (mga) Robert Mayer (cam)	
DU BOIS 11,497	Courier-Express, Tel.: 42 (e) 8,366 .075 Flat	(I) (AP) (J) (5¢, 30¢w, $1.50mo) (Bottinelli-Kimball, Inc.)	Courier-Express Pub. Co. H. T. Gray, Pres. Jason G. Gray, V.P. Mrs. Rosanna G. Shields, Treas. Athol V. Shields, Sec.	George Waylonis (me)	Herb Martin (sp) Nancy Simbeck (we)	Marvin L. Bloom (gm) S. U. Kauffman (cm)	Wm. H. Reay (ad) Shirley Moore (cam)	L. Spencer Cross (ms)
EASTON & ~~WILSON~~, PA.-~~PHILLIPSBURG, N. J.~~ 35,632—Easton 8,159—Wilson 18,919—Phillipsburg 81,797-ABC-CZ	Express, 30 N. 4th St., Tel.: 8-7171 (e) ⓐ 46,512 .21 Flat	(I) (UP, AP, INS) (7¢, 40¢w, $1.75mo) (Kelly-Smith Co.)	Easton Pub. Co. J. L. Stackhouse, Pres.-Pub.	Donald P. Keith (eep) Robert C. McGiffert (ce)	S. P. Lewis (ne) Miss Catherine McGrath (we)	J. L. Stackhouse (gm) Paul E. McPeek (cm)	Chas. H. Schmell (mga) Fred Hamlen (ram) Edgar F. Bossard, (cam)	John F. Wohlers (prod. mgr) Lisle T. Horton (ms)
ELLWOOD CITY 12,945 14,067-ABC-CZ	Ledger, 835 Lawrence Ave., Tel.: PLaza 8-5551 (e) ⓐ 5,770 .07 Flat	(I) (AP) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Citizens Pub. & Ptg. Co. W. F. Kegel, Pres.-Pub.	W. F. Kegel (e) W. C. Kegel (me) Charles Moser (ce)	James McKenna (sp)	W. F. Kegel (gm) Jos. Palatka (cm)	W. C. Brophy (ad)	Regis Spielvogel (ms)
ERIE 130,803 155,405-ABC-CZ 182,816-ABC-Par. 15	News, 28 East 12th St., Tel.: 2-3281 (m) ⓐ 29,386 ..... Times (e) ⓐ 54,818 ..... Combined daily (me) ⓐ 84,204 .38 Flat Sunday edition (S) ⓐ 68,087 .38	(I-R) (AP, INS) (7¢, 15¢S, 30¢w, $1.95 mo) (The Katz Agency, Inc.)	Times Pub. Co. John J., Jr. and George J. Mead, Co-Pubs.	Joseph Meagher (exec. e) W. Benton Jones (me-N) Robt. Barrett (me-Times) Bruce McIntyre (ce-N) James West (ce-T) Robert Barrett (me-T)	Robert Sutherland (Su). Eugene Cuneo (sp) Patrice English (we)	John P. Padulo (bm) George J. Mead (gm) Wm. Lester (cd)	R. D. Daley (mga) C. A. Smith (ram) Al. Coleman (cam)	Edw. Hintenach (ms)
			The Times Publishing Co. purchased Dispatch (e&S) Dec. 28. Evening Dispatch was suspended; Sunday papers were merged; first edition of Morning News Jan. 7, 1957 and combined addition First Sun. Times-News addition Jan. 13, 1957.					
FRANKLIN OIL CITY - 19,581—Oil City 10,006—Franklin 51,497-CZ (Loc. Est. '57)	News-Herald, 1169 Liberty St., Franklin, Tel.: ID 2-3141 (e) 9,163	(I-R) (UP) (J) (7¢, 45¢w)	News-Herald Ptg. Co. Wayne W. Bleakley, Pres.-Pub. (e)	Wayne W. Bleakley (e) Richard A. Ludwig (me) Jack Macmillan (ce)	Robert Davis (ne) Walt Thomas (sp) Carolee Kinnear (we)	R. W. Rhoades (gm) Robert C. Shumway (cm) T. J. Moran (com)	Wm. E. Toy (ad) Conrad L. Reisinger (mga) Robert R. Reagan (cam)	A. D. Dawson (pm) K. W. Rapp (ms)
	Derrick, 1510 W. First St., Oil City, Tel.: 5-1227 (m) 13,217 ..... Combined daily (me) 22,380 .15 Flat	(I-R) (AP) (J) (7¢, 45¢w)	The Derrick Pub. Co. E. P. Boyle, Pres.-Pub.	H. L. Schultheis (eep) E. P. Boyle (e) C. E. Pelaghi (ce)	J. J. Szafran (ne) Herbert E. Phillips (sp) Georgia Keas (we)			
			The Derrick, Oil City, Pa. and The News-Herald, Franklin, Pa. are corporately and editorially separate, but operate otherwise under a joint agreement through a third corporation which handles all mechanical production, sells advertising and circulation and handles all business transactions outside of news and editorial rooms. E. P. Boyle—President, Wayne W. Bleakley—Senior Vice-President. R. W. Rhoades—Vice-President and General Manager. T. J. Moran—Vice-President and Secretary. T. W. Foster, Vice-President and Treasurer. All advertising, circulation and business office executives are Venango Newspapers, Inc. executives.					
GETTYSBURG 7,046	Times, 18 Carlisle St., Tel.: 640 (e) 7,618 .07	(I) (AP) (J) (5¢, 25¢w, $13.00 yr.) (Bottinelli-Kimball, Inc.)	Times & News Pub. Co. S. G. Spangler, Pres.	Paul L. Roy (e) Hugh McIlhenny (me)	Don Bream (sp)	Carl Baum Jason H. Deppen (cm) Donald W. Fair (com)		Paul L. Ramer (ms)
GREENSBURG 16,923 29,464-ABC-CZ	Tribune-Review, 122 N. Main, Tel.: 151 (d ex Sat.) ⓐ 16,498 .12 ..... Saturday edition (Sat.) ⓐ 15,495 .12	(I-R) (AP, UP) (7¢, 42¢w) (Burke, Kulpers & Mahoney)	Tribune Review Pub. Co. Angeline Herbert, Pres. David W. Mack, Pub. Frank Irvin, Treas.	Errol Derby (d-me)	James Ficco (sp) Betty Sam (we)	Frank Irvin (bm) Robert B. Kelly (cm)	W. E. Momeyer (mga-ram) Richard Wilt (cam)	Jack H. Hawkins (ms)
GREENVILLE 9,210 10,625-ABC-CZ 10,885-ABC Par. 15	Record-Argus, 236 Main, Tel.: 500 or 501 (e) ⓐ 6,178 .065 Flat	(I-R) (AP) (J) (7¢, 40¢w, $1.20mo) (Shannon & Associates, Inc.)	Record-Argus Co. Daisy T. Morrison, Pres.-Pub.	C. Earl Miller (e) Al Sitter, Jr. (ce)	W. J. McKee (sp) Mrs. Harold Paxton (we)	J. H. Calior (gm) E. J. Sweigard, Jr. (cm)	Richard Rowland (ram)	E. E. Palm (ms)
HANOVER 14,048	Sun, 130 Carlisle, Tel.: 3736 (e) 24,566 .14 Flat	(I-R) (AP) (J) (2¢, 12¢w) (Burke, Kulpers & Mahoney, Inc.)	Evening Sun Co. Lawrence B. Sheppard Pres.	C. H. Meredith (e) H. B. Hostetter (me) E. H. Wallace (ce)	Edouard Grenier (sp)	C. H. Meredith (bm) John E. Flickinger (cm)	Joseph Yingling (mga-ram-cam)	J. H. Dillow (ms)
HARRISBURG 89,544 195,658-ABC-CZ 210,390-ABC Par. 15	Patriot, 812 Market St., Tel.: CEdar 8-5251 (m) ⓐ 41,549 ..... News (e) ⓐ 122,818 ..... Combined daily (me) ⓐ 81,269 .40 Flat Patriot-News (S) ⓐ 132,487 .33 Flat	(I) (AP, CDN, UP, INS) 7¢, 15¢S, 42¢w) (Moloney, Regan & Schmitt)	The Patriot News Co. Edwin F. Russell, Pres.-Pub.	James R. Doran (e) Henry Wilson (ce-N) John Remaly (ne-N)	Kenneth Michael (ne-P) Al Clark (sp)	David Fair (cm) Ben Lantz (bm)	Ernest A. Doepke, Jr. (ad) John Baum (ram) Ernest P. Reed (mga) Harold P. Newhouse (cam)	Wm. Lunsford (pm) John J. McGann (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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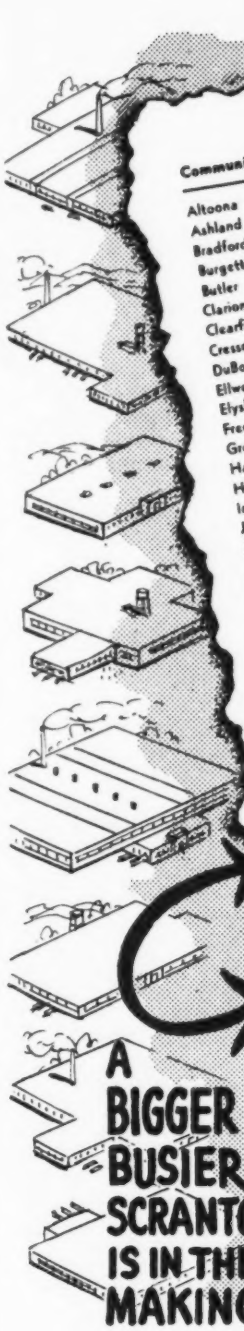
HAZLETON-WEST HAZLETON 35,491—Hazleton 6,988—W. Hazleton 61,213-ABC-CZ	Standard-Sentinel, 21-23 N. Wyoming St., Tel.: GL 5-3636 (m) (ⓒ) 7,539 .... Plain Speaker (e) (ⓒ) 16,135 .... Combined daily (me) (ⓒ) 23,674 .14 Flat		(I) (AP) (J) (6¢, 36¢ w) (Gallagher-DeLisser, Inc.)	The Plain Speaker-Standard-Sentinel Frank Walser & M. B. Dershuck, Owners-Pubs.	Frank Walser (me)	.....	Frank Walser (gm) J. E. Barnes (cm)	Harry Sandrock (ad)	.....
HOMESTEAD-W. HOMESTEAD-MUNHALL 10,046—H 3,257—WH 16,437—M 29,740-ABC-CZ	Messenger, 139 E. 8th Ave., Tel.: HOmestead 2-2500 (e) (ⓒ) 7,634 .07 Flat		(I) (UP) (5¢, 30¢w) (Gallagher Delisser Inc.)	The Messenger Pub. Co. H. P. Wiggins, Jr., Pres. Paul W. Houck, Asst. to Pub.	K. E. Demuth (e)	John Johnson (sp) Margaret Frank (we)	H. P. Wiggins Jr. (gm) Andy Drabant (cm)	Leon Miller (ad) Donald Rogan (ram) M. C. Robes (cam)	Paul W. Houck (pm) C. F. Seiler (ms)
HUNTINGDON-MOUNT UNION 7,330—Huntingdon 4,690—Mount Union	News, 325 Penn St., Huntingdon, Tel.: MItchen 3-4040 (e) (ⓒ) 10,332 .08 Flat		(I-R) (UP) (J) (5¢, 30¢ w) (Howland & Howland, Inc.)	The Joseph F. Biddle Pub. Co. John H. Biddle, Pres.-Pub.	Eugene T. Shore (e) E. Blair Shore (me) James Hunt (ce)	Eugene T. Shore (ne) Mailand McIlroy (sp) Winifred C. Hawn (we)	E. Blair Shore (gm) John H. Biddle (bm) Richard M. Isenberg (cm)	Elmer F. McCartney (ad) Albert Mosser (ram) Jayne Gifford (cam)	John H. Biddle (pm) Geary D. Bunn (ms)
INDIANA 11,743 14,003-ABC-CZ 15,060-ABC Par. 15	Gazette, 843 Philadelphia St., Tel.: 5-5555 (e) (ⓒ) 12,057 .10 Flat		(I) (AP, CT-NYN, NEA Service) (J) (7¢, 42¢w, $1.75 mo) (Gallaher Delisser, Inc.)	Indiana P. & P. Co. R. H. Ray, Pres. N. D. and R. H. Ray, Pubs. E. B. McNaughton Auditor	Wm. L. Ingersoll (eep) R. H. Ray (me) Joseph L. Donnelly (ce)	William Hastings (ne) John Harwick (sp) Mrs. N. D. Ray (we)	R. H. Ray (gm-bm) Hugh M. Bell (cm)	William Boesman (ad-mga-ram-cam)	Robert Adams (ms)
JEANNETTE 16,172 22,138-ABC-CZ	News-Dispatch, 227 S. Fourth St., P. O. Box 101, Tel.: LAfayette 3-5541 (e ex Sat.) (ⓒ) 9,774 .09 Flat		(I-R) (UP) (5¢, 25¢w, $1.10 mo) (Howland & Howland, Inc.)	Jeannette Pub. Co. J. Graff Bomberger, Pres.-Pub.	J. Graff Bomberger (e) Marion L. Hollendonner (me) Paul D. Teske (ce)	Donald Hall (sp) Eleanor Charlesworth (we)	Lawrence E. Stull (cm)	Michael F. Hubis (mga) Joseph Feld (cam)	J. Thomas Brooks (ms)
JERSEY SHORE 5,595	Herald, Allegheny at Broad St., Tel.: EX 8-1440 (m exSun) 2,486 .04 Flat		(I) (AP, UP) (J) (7¢, 25¢w)	Herald Pub. Co. John D. DeBiase, Pres.-Pub.	Robert J. Evans (e)	Robert J. Evans (sp) Varile Tuttle (we)	J. O. Morris (cm)	Richard H. Yohe (ad)	H. Thompson (ms)
				NOTE: Effective Jan. 1, 1958-published mornings except Sunday.					
JIM THORPE 6,091	Times-News, 25 Race St., Tel.: 700 (e) 2,425 .035 Flat		(I) (AP) (4¢, 25¢w) $1.05mo) (Bottinelli-Kimball, Inc.)	Mauch Chunk Times-News Gertrude B. Apfelbaum, Joseph L. Boyle, Co-Pubs.	Joseph L. Boyle (eep-e)	.....	Mrs. Apfelbaum (bm)	.....	.....
JOHNSTOWN 63,232 105,250-ABC-CZ	Tribune-Democrat (d) (ⓒ) 58,789 .27 Flat		(I-R) (AP) (7¢, 30¢w, $1.30mo) (none)	The Johnstown Tribune Pub. Co. Walter W. Krebs, Pres.-Pub.	John F. James (exec. ed) C. W. Dressler (eep) Walter W. Krebs (e) Pat Malloy (me-night) James W. Krider (me-day) Saul Spiegel (ce-night)	George Cooper (sp)	Robt. Conrad (cm) Robt. Woy (com)	Carl M. Gillespie (ad) Perry Katzenstein (ram) William Sanders (cam)	Louis D. McCready (pm) W. R. Keiper (ms)
KANE 5,706	Republican (e) 2,934 .045 Flat		(R) (UP) (7¢, 42¢w) (Howland & Howland, Inc.)	Kane Republican Co., Inc G. Scott Smith, Pres. G. Scott Smith, Pub.	John B. Cliff (e) Richard Coleman (asso. e)	Sarah B. Smith (we)	John B. Cliff (gm)	John B. Cliff (ad)	.....
KITTANNING 7,731 22,038-ABC-CZ	Simpsons' Leader-Times (e) (ⓒ) 11,205 .08 Flat		(I) (UP) (5¢, 30¢w) The Julius Mathews Special Agency, Inc.	Simpsons' Pub. Co. Corbin W. Wyant, Pres.-Pub.	Wayne B. Owen (e) Corbin W. Wyant (me)	Ben W. Bowser (sp) Ethelyn E. Young (we)	Corbin W. Wyant (gm) Frank M. Shubert (bm-cm)	C. F. Lindberg (ad-ram) Frank M. Shubert (mga-cam)	Corbin W. Wyant (pm) C. F. Lindberg (apm)
LANCASTER 63,774 121,690-ABC-CZ	Intelligencer Journal, 8 W. King St., Tel.: EXpress 7-5251 (m) (ⓒ) 32,025		(I) (AP) (Sunday News) (J) (7¢, 15¢, 42¢w-d, 57¢w-d&S) (Lancaster Newspapers, Inc. and Cresmer & Woodward, Inc.)	Steinman & Steinman, Inc. J. Hale Steinman, Pres J. F. and J. H. Steinman, Pubs.	John H. Carter (e-NE) Gerald S. Lestz (ce-NE) Harry F. Stacks (e-LJ) Harold J. Eager (ce-LJ) R. C. Steinmetz (ce-Su)	D. L. Cherry (ne-NE) J. Thomas Barber (Su) Geo. Kirchner (sp-NE) Joseph Wachtman (sp-LJ) George Crudden (sp-Su) Mrs. Fred Jeffries (we-LJ) Miss Sally Woodward (we-Su) Mrs. Jean Bollinger (we-NE)	I. Z. Buckwalter (gm) D. R. Armstrong (asst. gm) Willis W. Shenk (com) H. C. Carpenter (bm) Ray W. Gilliland (cd)	C. L. Fountain (ad) M. J. Powderly (dir. retail adv.) J. W. Schupp (mga) Ralph Sides (cam)	M. L. Detwiler (prod. mgr.) W. H. Detwiler (ms) Larry P. Bauman (pm)
	New Era (e) (ⓒ) 46,499 .... Combined daily (me) (ⓒ) 78,524 .31 Flat Sunday News (S) (ⓒ) 77,991 .31 Flat			New Era Co. J. F. Steinman, Pres. J. F. and J. H. Steinman, Pubs.					
LANSDALE 9,762 19,649-ABC-CZ	North Penn Reporter, 307 Derstine Ave., Tel.: ULysses 5-6821 (e ex Sat.) (ⓒ) 8,852 .075 Flat		(I) (AP) (5¢, 25¢w, $1.00mo) (Bottinelli-Kimball, Inc. and Felker & Mahony, Inc.)	Equitable Pub. Co. George W. Knipe, Pres. Howard C. Berky, Pub.	George W. Knipe (e)	Earl Watson (sp)	John Skibbe (cm)	Howard C. Berky (ad) Mrs. Mary Blosser (cam)	Warren Couter (ms)
LANSFORD 7,487 7,487-ABC-CZ 21,096-CZ Loc. Est. (Includes Lansford, Summit Hill, Ivesquehoning, Coaldale)	Record, 34 E. Ridge St., Tel.: 200 (e) 4,985 .07 Flat		(I) (AP) (J) (5¢, 30¢w) (De Lisser, Inc.)	McCall Publications, Inc. P. J. McCall, Pres.-Pub.	Victor H. Oleyar (me)	.....	Margaret Mary McCall (gm)	Robert Rybarczyk (ad)	.....
LATROBE 11,811 15,088-ABC-CZ	Bulletin, 1211 Ligonier St., Tel.: KEystone 7-3351 (e) (ⓒ) 9,678 .07 Flat		(I-R) (UP) (J) (7¢, 42¢ w) (Gallagher-De Lisser, Inc.)	Latrobe Ptg. & Pub. Co. Harry J. Whiteman, Pres.-Pub. Thomas M. Whiteman, II, Exec. V.P. Walker J. Lenz Vice-Pres. Rose E. Berkmyre, Secy.-Treas.	Lynnewood G. Celdon. (e) Robt. L. Luttner (ce)	R. J. McCollum (ne) Vincent J. Quatrini (sp) Jean W. Falk (we)	Harry J. Whiteman (gm-bm) S. A. Veres (cm)	John D. George (ad-ram) R. V. Callahan (cam)	Andrew Lazarchik (ms)
LEBANON 28,156 35,128-ABC-CZ	News, 24-26 S. 8th St., Tel.: 2-5611 (e) (ⓒ) 22,528 .12 Flat		(I) (AP, UP, INS) (J) (7¢, 42¢w) (Story, Brooks & Finley, Inc.)	Lebanon News Pub. Co. Henry L. Wilder, Pub. & Chrm. of Bd. Mrs. Arbelyn W. Sansone, Pres.	Adams S. Wilder (e-me) Ted. B. Gress (ce)	William Parry (sp) Julia B. Mark (we)	Joseph Sansone (gm) Jack Schropp (bm) William DiJohnson (cm)	S. D. Evans (ad)	Peter Rudegeair (ms)
LEHIGHTON 6,565 15,000 Loc. Est.	Leader, 218 S. First St., Tel.: Lehighton 217 (e) 2,933 .035 Flat		(I) (UP) (J) (5¢, 75¢ mo) (Bottinelli-Kimball, Inc.)	Evening Leader Marion A. Morthimer, Pub.	Witmer Eberle (e) Robert B. Stewart (me)	John Rausch (sp)	Witmer Eberle (gm)	Barbara Bisbing (ad)	.....

Scranton LEADS in Pennsylvania!



Communities	Number of Plants Financed	Employment in Plants Financed
Altoona	9	2,690
Ashland	2	314
Bradford	3	750
Burgettstown	1	50
Butler	2	365
Clarion	1	100
Clearfield	4	280
Cresson	1	32
DuBois	2	213
Ellwood City	11	1,627
Elysburg	1	62
Freeland	1	100
Greenville	14	915
Hastings	1	15
Hazleton	2	445
Indiana	2	500
Jamestown	1	125
Jersey Shore	1	153
Jim Thorpe	2	15
Johnstown	1	216
Lansford	1	320
Lehighton	1	197
Lilly	4	60
Mahanoy City	1	510
Mansfield	2	5
Masontown	1	144
Minersville	1	164
Mount Pleasant	2	241
Nanticoke	2	500
New Bethlehem	2	155
New Castle	1	73
Northampton	3	50
Patton	1	425
	2	
Pittston	**9**	**2,340***
Pottsville	5	1,562
Punxsutawney	1	75
Reading	1	325
Sexton	1	125
Sayre	2	851
	24	**8,683***
Scranton		
Shamokin	1	100
Shenandoah	1	196
Stroudsburg	1	85
Sunbury	3	1,381
Troy	1	25
Tyrone	1	180
Uniontown	2	485
Vandergrift (Apollo and Leechburg)	1	200
Weatherly	1	27
Wellsboro	1	300
Wilkes-Barre	9	2,202
Williamsport	1	75
TOTAL—52	151	31,028

★

INDUSTRIAL PLANTS BUILT OR ACQUIRED IN PENNSYLVANIA WITH COMMUNITY FINANCIAL PARTICIPATION PRIOR TO SEPTEMBER 1956.

Since 1956, Chrysler Corporation and Consolidated Molded Products Corporation plants have located in the Scranton area.

The 9 plants in Pittston are located in the Scranton Trading Area. 3 more have started in operation since 1956.

A BIGGER BUSIER SCRANTON IS IN THE MAKING!

Prepared by—
Research Division
Bureau of Industrial Development
Pennsylvania Department of Commerce.

★ From The New York Times, Sunday, November 3, 1957.

* SCRANTON and PITTSTON LISTING ENLARGED for EMPHASIS.

A PULITZER PRIZE WINNER

The Scranton Times

GEORGE A. McDEVITT CO., INC., *National Representatives* • New York, Chicago, Philadelphia, Detroit, Los Angeles

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LEVITTOWN	See Bristol-Levittown.								
LEWISTOWN 13,894 13,894-ABC-CZ	Sentinel, 9-13 S. Dorcas St., Tel.: 8-6741 (e) (AB) 13,517 .09	Flat	(I) (AP) (J) (5¢, 26¢w, $1.00mo) (Howland & Howland, Inc.)	The Sentinel Co. C. V. Rowland, Pres.-Pub.	Martin Stroup (eep-e) Richard S. Ruble (ce)	Richard Ruble (ne) Frank Cardon (sp)	C. V. Rowland (gm) Mrs. Jane Grubb (bm) Harry G. Reber (cm)	C. V. Rowland (ad-ram-cam) Jane Grubb (mga)	W. V. Hetrick (ms)
LOCK HAVEN 11,381 13,490-ABC-CZ	Express, Tel.: 6791 (e) (AB) 7,989 .065	Flat	(I) (AP) (7¢, 42¢w, $1.45mo) (Bottinelli-Kimball, Inc.)	The Lock Haven Express Printing Co. Frank D. O'Reilly, Jr., Pres.	Rebecca F. Gross (e) Peter L. Stevenson (ce)	Rebecca F. Gross (ne) George Zellem (sp) Martha B. Zeigler (we)	Frank D. O'Reilly, Jr. (gm) Wendell H. Wright (cm)	Robert S. Forney (ad) David G. Baird (cam)	Charles W. Shultz (ms)
MCKEESPORT 51,502 134,656-ABC-CZ	News (e) (AB) 37,155 .19	Flat	(I) (AP, INS, NYHT, UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Daily News Pub. Co. W. D. Mansfield, Jr. Pres.-Pub.	W. D. Mansfield, Jr. (e) John M. Orr, Jr. (asso. ed) A. E. Dale (ce)	Merrill Granger (sp) (e) Eleanor Kratzer (we)	Robert J. Kurtz (cm-com)	Mrs. Marion Norton (mga) Joseph L. Pollier (ram) R. M. Beddow (assoc. ram) Frank L. Shields (cam)	.....
MAHANOY CITY 10,934	Record-American, 29-31 W. Pine St., Tel.: 11 (e) 6,684 .06	Flat	(R) (UP) (J) (7¢, 30¢w) (Bottinelli-Kimball, Inc.)	American Tribune Pub. Co., Inc. Bette K. Stevenson & Jane K. Owens, Co-Pubs.	Joseph Davies (ce)	Eugene Boley (ne) Wm. Kern (sp)	Theodore L. Stevenson (me) Paul Walters (cm)	Wm. H. Owens (ad) Bette K. Stevenson (mga)	Harry Stahler (ms)
MAUCH CHUNK-EAST MAUCH CHUNK	See Jim Thorpe								
MEADVILLE 18,972 21,691-ABC-CZ	Tribune, Federal St., Tel.: 41-247 (m ex Sat.) (AB) 15,055 .10 Saturday edition (Sat.) (AB) 14,652 .10	Flat Flat	(I) (AP) (J) (7¢, 42¢w, $1.82mo) (Gallagher-Delisser, Inc.)	Tribune Pub. Co. Edward I. Bates and Robert S. Bates, Co.-Pubs.	Robert S. Bates (eep-e) K. P. Williams (me)	James Dipple (sp) Gertrude Dee Thomas (we)	Edward I. Bates (gm-bm) Calvin Kost (cm)	Donald W. Gapp (ad) R. W. Smith(mga-ram)	.....
MECHANICSBURG 6,786	Local News, 115 W. Main St., Tel.: POplar 6-4211 (e) 2,429 .043	Flat	(R) (5¢) (none)	J. A. Bushman Co.	R. M. Stoner (ce) J. A. Bushman (me)	R. M. Stoner (ne-sp-we)	J. A. Bushman (gm-bm-cm)	J. A. Bushman (ad-mga-ram-cam)	Lloyd Gates (ms)
MILTON 8,578 16,749-CZ (Loc. Est. '56)	Standard (e) 4,702 .05	Flat	(I) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Standard Ptg. Co. William P. Hastings, Pub.	Charles N. Johnson (e)	John Rasmussen (ne) Harry Dietz (sp)	Jack L. Strickland (bm) Betty Neuer (cm)	Calvin Baumgardner (mga-ram) Ann Hedenberg (cam)	.....
MONESSEN 17,896 17,896-ABC-CZ	Independent, 125 Sixth St., Tel.: MUrray 4-5200 (e) (AB) 7,322 .07	Flat	(I) (UP) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Harry R. Pore, Jr. and William H. Pore, Co-Pubs.	Harry R. Pore, Je. (e) Allen Kline (ce)	R. Mitchell Steen (ne) Clair Brown (sp) Mrs. John Hurley (we)	William H. Pore (bm) Lewis Jones (cm)	Kenneth W. Mahan (ad)	John C. F. Kerr (ms)
MONONGAHELA 8,922	Republican 440-442 W. Main St., Tel.: BLackburn 8-7000 (e ex Sat.) 5,000	Flat	(I) (UP) (J) (7¢, 35¢w) (Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. John T. Robinson, Pres.-Pub.	Floyd M. France (eep-me)	Arline McC. Sloan (we) Vincent P. Leonard (sp)	Robert L. Ellis (bm)	James P. Doyle (mga) Grace T. Higgins (cam)	Allen S. Keenan (ms)
	Donora Herald-American, 565 Meldon Ave., Tel.: 650 or 651 (e ex Sat.) 3,828	Flat	(I) (UP) (J) (7¢, 35¢w) (Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. John T. Robinson, Pres.	Norma Miller (e)	Roger McGary (sp) Mary C. Stofko (we)	John T. Robinson (gm) John H. Door (bm) Russell C. Roshon (cm)	G. L. Higgins (ad-ram) G. T. Higgins (cam)	.....
	(Combined-both papers) 8,828 .11	Flat							
MOUNT CARMEL 14,222 25,659-ABC-CZ	Item (e) (AB) 5,333 .055	Flat	(I) (AP) (J) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Mount Carmel Item, Inc. R. P. Kemble, Pres.	John H. Latshaw (ce)	Ira F. Roadarmel (ne) Burgess S. Morgan (sp)	Arthur D. Heil (bm) John B. Kaminski (cm)	.....	H. L. Anthony (ms)
NANTICOKE 20,160	Press (e) 3,175 .035	Flat	(I) (3¢, 10¢w) (Inland Newspaper Representatives, Inc.)	Daily Press Pub. Co., Inc. Benjamin F. Howells, Pres.-Pub.	Benj. F. Howells (e-me) H. Rick (ce)	Ted Thomas (sp) H. Rick (we)	Benjamin F. Howells (gm-bm) D. Howells (cm)	Benjamin F. Howells (ad)	J. Hotchkiss (ms)
NEW CASTLE 48,834 54,003-ABC-CZ	News, 27-29 N. Mercer St., Tel.: OL 4-6651 (e) (AB) 22,876 .13	Flat	(R) (INS, UP) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	The News Co., Inc. Richard E. Rentz Pub.	Leonard Kolasinski (ce)	Barton E. Richards (e) Edward H. Fritz (sp) Beulah Ruthrauff (we)	Richard E. Rentz (gm) Norman Richeal (cm)	Jas. W. Trevitt (ad) J. Fred Rentz (cam)	C. J. Wm. Gustafson (ms)
NEW-KENSINGTON—ARNOLD 25,146 N. K. 10,263 Arnold 12,580 Lower Burrell 41,854-ABC-CZ	Dispatch Tel.: ED7-7611 (e) (AB) 12,717 .12	Flat	(I-R) (UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Aldon Pub. Co. Joseph A. Dear, Pres.	J. Albert Dear (e) Wm. W. Ahlstrom (me) Robert Thomas (ce)	Frank Ramsden (sp)	Gerald Coy (gm-bm) Harry Fisdell (cm)	Gerald Coy (ad) Vince Zedler (ram) Dennis E. Yandell (cam)	E. H. Crail (ms) William Hanka (apm)
NORRISTOWN 38,126 70,704-CZ	Times Herald, Markley & Airy Sts., Tel.: BRoadway 2-2500 (e) (AB) 24,603 .16	Flat	(I-R) (AP, INS, UP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Norristown Herald, Inc. Frederick S. Fox, Pres. Robert I. McCracken, V.P.	Frederick S. Fox (eep) T. Edw. Maum (exec. e) Richard J. Welsh (ce) Dick Dean (county ed.)	Felix E. (Red) McCarthy (sp)	Robert I. McCracken (gm) John T. McGuire (cm)	Joseph G. McClellan (ad) Robert J Humes (mga) Frank E. Bishop (ram) J. Chas. Whitman, II (cam)	John T. McGuire (pm) Joseph G. McClellan (apm) Charles F. Stonier, Sr. (ms)
OIL CITY - FRANKLIN (See Franklin - Oil City listing).									
PHILADELPHIA 2,071,605 2,324,073-ABC-CZ	Bulletin, 30th & Market Sts., Zone 1, Tel.: EVergreen 2-7600 (e ex Sat.) (AB) 707,406 1.40 Saturday edition (Sat.) (AB) 598,502 1.40 Sunday edition (S) (AB) 754,256 1.20	Flat Flat Flat	(I) (AP, DJ, INS, NANA, NYT, UP) (5¢, 20¢S, 30¢w, 50¢w-d&S) (own offices in New York and Chicago) Sawyer-Ferguson-Walker Co. and The Leonard Co.) (Florida)	Bulletin Co. Robert McLean Pres.-Pub. Robert L. Taylor Vice-pres. & treas. Raymond D. McGee Sec. & ass't. treas. Stuart S. Taylor Ass't. to Pub.	Melville F. Ferguson (e) Walter Lister (me) Stanley G. Thompson (ce)	William B. Dickinson (ne) Edwin J. Pollock (sp) Eleanor Pollock (we)	Robt. L. Taylor (gm-vp) Albert Spendlove (bm) Louis Trupin (cm)	Charles W. Detweiler (ad) Harry Keller (mga) Leland J. Adams (ram) William F. Carr (cam)	Barry Urdang (pm) J. P. Grant (ms)
	Dispatch, 1414 S. Penn Sq., Zone 2, Tel.: RIttenhouse 6-1461 (S) ..... .70	Flat	(R) (10¢, $3.50 yr) (none)	Phila. Dispatch Pub. Co., Inc. Edwin R. Harris, Pres.	Ross E. Betts (e) Elinor G. Ellis (asso.-ed)	Jack O'Brien (sp) Elinor G. Ellis (we)	Herman M. Ellis (gm) J. Bernard (cm)	Larry Ruch (ad)	.....
	Inquirer, 400 N. Broad St., Zone 1, Tel.: RIttenhouse 6-1600 (m ex Sat.) (AB) 619,054 1.35 Saturday edition (Sat.) (AB) 577,459 1.35 Sunday edition (S) (AB) 1,129,576 1.75	Flat Flat Flat	(I) (AP, CT-NYN, INS, NYHT, UP) (*S) (5¢, 20¢S, 30¢w, 50¢w-d&S) (Robt. T. Devlin, Jr. (New York), Edw. J. Lynch (Chicago), Richard Krug (Detroit), Fitzpatrick Associates (Pacific Coast)	Triangle Publications, Inc. Walter H. Annenberg, Pres.-Pub. Joseph First, VP-Genl Csl.	Paul McC. Warner (eep) Walter H. Annenberg (e) John Gillea (me) Morris Litman (ce) A. Kenneth Miller (asst. me)	Arch C.Luther (Su) Leo Riordan (sp) Edrie Van Dore (we)	Frederick Chait (Chm. Optg. Com.) Paul H. Burgdorf (cm) George McInerney (com)	Gordon Chelf (ad) Robert R. Beck (mga) Bruce Wharton (ram) Joseph H. Hopkins (cam)	Leonard E. Bach (pm-apm) Harry Hannum (rd) S. L. Swartz (prod. mgr.)

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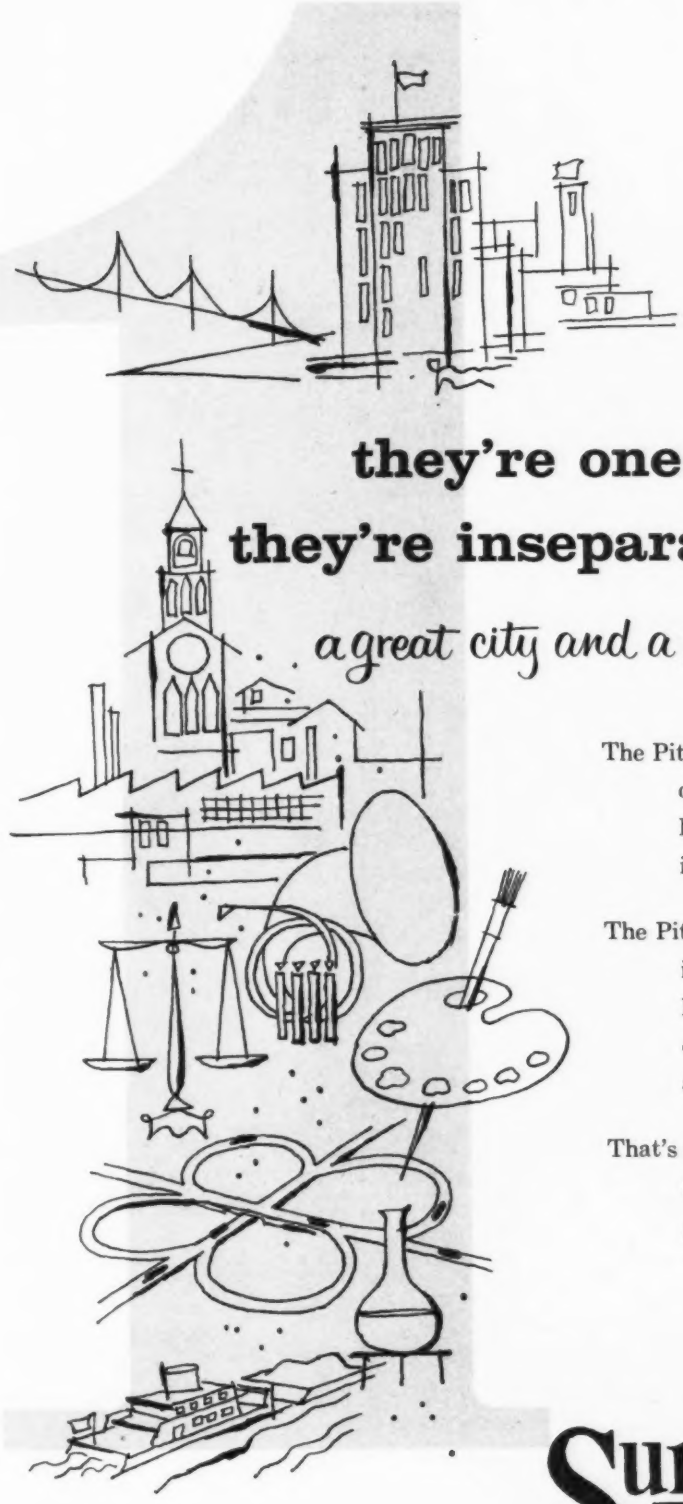
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PHILADELPHIA —Continued	News, Zone 1, Tel.: RIttenhouse 6-5200 (e ex Sat.) 191,666 Sunday edition (*S) 142,098	.60 Flat .60 Flat	(I-D) (UP) (J) (5¢) (10¢S) (Reynolds-Fitzgerald)	Phila. Daily News, Inc. Matthew H. McCloskey Jr., Chm. of Bd. Harry T. Saylor, Pres. Wm. K. Stewart, Vice Pres. J. Dress Pannell, Sec. David Stern, Pub. Carl L. Biemiller, asst. Pub.	Bernard A. Bergman (e) J. Ray Hunt (me) W. Blitman (ce)	Alfred Rubin (ne) Don Robinson (Su)	James T. Scott (bm)	Natt S. Getlin (ad) J. T. Condon (mga) R. T. Hennessey (ram) T. S. Reimel (cam)	Paul Martin (pm) W. H. Keller (ms)
	*Sun. Edition established 10-13-57								
PHILIPSBURG 3,988	Journal, Presque Isle St., Tel.: 58 (e ex Sat.) 3,625	.04 Flat	(I) (INS) (3¢, 15¢w, 60¢mo) (Bottinelli-Kimball, Inc.)	The Daily Journal J. E. Bair and R. B. Rickard, Co-Pub.	R. B. Rickard (e) J. E. Bair (me) W. B. McFeeters (ce)	R. B. Rickard (sp)	J. E. Bair (gm) J. A. Bair (am)	Jack Reed (ram)	J. A. Bair (pm) W. B. Wilson (ms)
PHOENIXVILLE 12,932 12,932-ABC-CZ 14,300-CZ (Loc. Est. '56)	Republican, 225 Bridge St., Tel.: WE 3-8926 (e) 6,158	.07 Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (Gallagher-De Lisser, Inc. and Felker-Mahony, Inc.)	Phoenixville Pub. Co. H. H. Gilkyson, Jr., Pres.-Pub.	Joseph P. Ujobai (e-me) Joseph F. Rudick (ce)	Frank Ujobai (sp) Diane Sharshon (we)	Joseph P. Ujobai (gm) Frances Wesley (cm)	Wayne D. Jones (mga) Walter Robinson (ram) Evelyn Bracelin (cam)	Harry Crothers (ms)
PITTSBURGH 676,806 1,157,301-ABC-CZ	Post-Gazette, 110 Grant St., Zone 30, Tel.: ATlantic 1-6100 (m) 276,481	1.00 .79	(I) (AP) (DJ) (5¢, 30¢ w in Allegheny Co.) (7¢, 40¢w outside) (Moloney, Regan & Schmitt, Inc.)	P. G. Pub. Co. William Block, Pres.-Pub. Paul Block, Jr., Co-Pub.	Frank N. Hawkins (eep) Andrew Bernhard (e) Joe Shuman (ce)	E. M. Wilson (ne) Al Abrams (sp) Frances Walker (we)	J. F. O'Connor (bm) George W. Hicks (cm) Paul Bauman (com)	H. G. Wyman (ad) George Somarindyck (am) A. DiBernardo (ad plans mgr.) Thomas Gregory (asst. mga) Kay Henry (cam)	Carl Brueggemeyer (pm) Henry Garland (ms)
	Press, 34-52 Blvd. of Allies, P. O. Box 566, Zone 30, Tel.: COurt 1-7200 (e) 297,902 Sunday edition (S) 501,537	1.00 .85 1.30 1.10	(I) (UP, CDN, NANA, ONA, SHNA, Lndn. Exp. Svc.) (*S) (5¢, 20¢S, 30¢w-d, 50¢ w-d&S) (Scripps-Howard Gen. Adv. Dept. and The Kennedy Co.)	Pittsburgh Press Co. F. G. Morrison, Pres.	Robert Taylor (eep) W. W. Forster (e) Victor Free (me) Larry J. Fagan (exec.-ce)	Robert Molyneux (asst. me) William Hoop (ne) Chester L. Smith (sp) Wm. Trosene (we)	F. G. Morrison (bm) Walter Rauck (cd) Jack Price (cm)	Earl J. Gaines (ad) Frank Losch (mga) Melvin G. Patton (ram) Edward J. Dorgan (cam)	Edward Kasun (gen-pm) Bettie Gibson (apm) J. Harold Mintun (prod. mgr.)
	Sun-Telegraph, Telegraph Sq., Zone 19, Tel.: GRant 1-6500 (e) 170,141 Sunday edition (S) 391,146	.65 Flat 1.00 Flat	(I) (AP, INS) (5¢, 20¢ S) (Hearst Advertising Service)	Pittsburgh Sun-Telegraph Div. Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. Alan G. Nicholas (Pub.)	Max Henrici (eep) John T. Wallace (e) John H. O'Brien (exec. ed.) J. Alex Zehner (me) Byron S. Campbell (ce)	Harold Dietrich (ne) Harry Keck (sp)	W. J. Poch (bm) Daniel R. Miles (cd)	J. Lee Austin (ad) Edwin W. Heister (mga) Charles L. Kammer (cam) Clifford W. Barnhart (ram)	Marlin B. Frost (pm) George Brenner (ms)
PITTSTON 15,012 23,606-ABC-CZ	Dispatch, Tel.: OL 4-3961 (S) 8,516	.08 Flat	(I-R) (INS) (J) (15¢)	Pittston Pub. Co. Wm. A. Watson, Sr., Pres.	Wm. A. Watson, Sr. (eep-e) Wm. A. Watson, Jr. (me)	Wm. Wagner (ne) John O'Malley (sp) Joanne Killian (we)		Richard Cosgrove (mga)	Leonard Polimski (ms)
	Gazette, Broad St., Tel.: OL 4-3311 (e) 4,677	.065 .05	(I-R) (UP) (J) (5¢, 75¢ mo)	Gazette Pub. Co. Willard Peck, Pub.	Willard D. Peck (e) Robert Evans (asso. e)	Robert Evans (sp)	J. B. Bennett (gm)	Ruth Adams (cam)	Joseph Walsh (ms)
POTTSTOWN 22,589 32,283-ABC-CZ 36,836-ABC Par. 15	Mercury, Hanover & King Sts., Tel.: FAculty 3-3000 (m) 22,680	.15 Flat	(I) (AP) (J) (7¢, 42¢w) (Reynolds-Fitzgerald, Inc.)	Pottstown Daily News Pub. Co. William M. Hiester, Pres.-Pub.	Shandy Hill (eep-e-me) Robert J. Boyle (ce)	Robert J. Boyle (ne) Charles Frey (sp) Esther Gray (we)	Shandy Hill (gm) Sara J. Beerbrower (bm) Walter S. Zimmerman (cm)	George L. Egolf (ad) William M. Hiester (mga) Ernest L. Rhinehart (cam)	Wm. M. Hiester (pm-apm) Linwood Decker (ms)
POTTSVILLE 23,640 49,951-ABC-CZ 50,495-ABC Par. 15	Republican Tel.: MArket 2-3456 (e) 26,793	.15 Flat	(I-R) (AP, UP) (J) (7¢, 42¢w, $1.75mo) Gallagher-DeLisser, Inc.)	J. H. Zerbey Newspapers, Inc. Nelson J. Clayton, Pres.	John J. Richards (e) Joseph H. Zerbey, III (me) Martin Wixted (ce)	David Yocum (ne) Willard S. Schraedley (sp) Marian Sheafer (we)	J. H. Zerbey, III (gm) T. A. Davis (bm-cm) Marion Flanagan (com)	Kenneth L. Brennan (ad) Joseph Gallagher (mga) Russell A. Farley (ram) Henry Lightcap (cam)	Peter J. Kenny (ms)
PUNXSUTAWNEY 8,969 9,951-ABC-CZ 10,203-ABC Par. 15	Spirit Tel.: 874 (e) 5,891	.07 Flat	(I-R) (AP) (J) (7¢, 42¢w, $1.68mo) (Howland & Howland, Inc.)	Spirit Pub. Co. P. L. Smith, Pres.-Pub.	P. L. Smith (eep-e) Sidney G. Carlton (me) William Carlton (ce)	Sid Carlton (ne) Ben L. Jones (sp) Mrs. Lucille Scava (we)	P. L. Smith (gm-bm) Betty Roseman (cm)	Wm. Setree (ad-mga-ram) Doreen Tollini (cam)	Wm. Setree (apm) Henry Wolfe (ms)
QUAKERTOWN 5,675	Free Press, 312-314 W. Broad St., Tel.: KE 6-6820 (e ex Sat.) 5,675	.07 Flat	(I) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Charles M. Meredith, Pres.-Pub.	Gerald L. Fosbenner (e)	G. L. Fosbenner (ne)	James W. Schroy (bm)	James Pfeiffer (am)	Woodrow W. Lewis (ms)
READING 109,320 155,184-ABC-CZ	Times, 30 N. 4th St., Tel.: FR 3-4221 (m) Eagle 35,541 (e) 46,935 Combined edition (me) Eagle 82,476 (S) 59,157	.... .30 Flat .22 Flat	(I) (AP, UP, INS) (J) (8¢, 15¢S, 40¢w-d) (Kelly-Smith Co.)	Reading Eagle Co. Hawley Quier, Pres.-Pub.	Gordon Williams (e-me-T) Martz Schoffstall (eep-T) Walter S. Dillon (e-me-E-Su) Daniel B. Hoffman (eep-E-Su) Richard C. Peters (ce-T) Thomas N. Boland (ce-E-Su) Kenneth R. Newbould (Su)	Paul Lukas (sp-e) Melvin Silva (sp-T) Miriam Gruber (we-E) Matthew J. Romanski (we-Su) Wanda Bertolet (we-T)	William J. Rohn (gm) Joseph A. Abey (cm)	Edward J. DeVelin (ad) Richard G. Fichthorn (mga) Lawrence Wagner (ram) Carroll Canine (cam)	John Gerhart (ms)
RENOVO 3,751	Daily Record, 129-131 Fifth St., Tel.: 45 or 645 (e ex Sat.) 1,650	.05 Flat	(I-R) (INS) (J) (6¢, 25¢w) (none)	Renovo Daily Record Bennett Shaffer, Pres.-Pub.	Bennett Shaffer (e) Irene Nicholas (asso. e)				
RIDGWAY 6,244	Record, 204-206 Main St., Tel.: PR 33-151 (e) 3,757	.045 Flat	(I) (UP) (J) (7¢, 42¢w, $1.25mo) (Howland & Howland, Inc.)	Ridgway Pub. Co. W. H. Hyde, Pres.	G. C. Abel (e)	Minnie Pompe (we)	W. D. Gallagher (gm) Mrs. T. G. Schieler (cm)	W. D. Gallagher (mga)	George Martin (ms)
ST. MARY'S 7,846	Press (e) 3,818	.045 Flat	(I) (AP) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Daily Press Pub. Co. W. G. Bauer, Pres.-Pub.	H. T. O'Brien (eep-e-me) James A. Dippold (ce)	H. T. O'Brien (ne-sp) Myra Troovac (we)	W. G. Bauer (gm-bm) Geo. T. Wegemer (cm)	James A. Dippold (ad-mga) Geo. T. Wegemer (ram-cam)	James A. Dippold (pm-apm) Geo. T. Wegemer (ms)
SAYRE AND ATHENS, PA.-WAVERLY, N. Y. 7,735—Sayre 4,430—Athens 6,037—Waverly 19,500-ABC-CZ	Times, Sayre Tel.: TUrner 3-9241 (e) 7,964	.08 Flat	(I-R) (Ap, UP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Sayre Ptg. Co. Mrs. Clara S. Johnston, Pres. Dana S. Johnston, Pub.	H. C. Yingling (eep-e) John J. Beahan (ce)	Paul E. Seibel (sp) Shirley Halton (we)	Dana S. Johnston (gm-bm) Walter Brittain (cm)	Adrian S. Samuels (ad) Mrs. Lucille Conlon (cam)	Harlan Rowe (ms)



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SCRANTON 125,536 161,965-ABC-CZ	Times, Penn Ave. at Spruce St., Zone 1, Tel.: Diamond 2-9151 (e) 54,581	.29 Flat	(I-D) (AP, CDN, CT-NYN, NYHT, UP, NANA, INS) (5¢, 30¢w, $1.30mo) (George A. Mc-Devitt Co.)	The Scranton Times Co. Elizabeth R. and Edward J. Lynett, Partners-Pubs.	Thomas F. Murphy (eep) Edward J. Lynett (e) Edward J. Gerrity (me) Edward J. Donohoe (ce)	William Newhart (ne) Joseph M. Butler (sp)	Thomas L. Moran (gm) Edward J. Cullen (cm)	Humphrey E. Bradley (ad-mga-ram) S. J. Cummings (cam)	Joseph L. Luers (apm)
	Tribune, 332 N. Washington, Zone 2, Tel.: DI 4-7221 (m) 36,818	.22 Flat	(I-R) (AP) (UP, INS) (*S) (7¢, 20¢S, 42¢ w-d, 62¢w) (Gilman, Nicoll & Ruthman)	Scrantonian-Republican Pub. Co. Herman S. Goodman, Pres.-Co-Pub Richard Little, Co-Pub.	Robert J. Arthur (e) B. B. Powell (me) Thomas Phillips (ce)	Sam "Chick" Feldman (sp) Mrs. J. Harold Brislin (we)	Herman Bassoff (com) A. L. Trimp (cm)	A. S. Ginsburgh (ad) Edward Lees (ad. mgr.) Joseph McDonald (gma) Robert Williamson (cam)	Richard Little III (pm)
	Scrantonian (S) 47,086	.28 Flat		The Scrantonian Pub. Co. Richard Little, Pres.-Co-Pub. Herman S. Goodman, Co-Pub.					
	Morning and Sunday (mS) 83,904	.37 Flat							
SHAMOKIN 16,879 33,418-ABC-CZ	News-Dispatch, Tel.: 8-4641 (e) 11,285	.08 Flat	(I) (UP) (J) (5¢, 30¢w) (Gallagher-De Lisser, Inc.)	News Pub. & Ptg. Co., Inc. Gertrude Reid, Pres. Robert E. Malick, Pub.	Robert E. Malick (e) William Dyer (me)	Paul MacElwee (ne) John Adamiak (sp)	Robert E. Malick (gm-bm) Robert Bird (cm)	Karl A. Hoffman (ad-mga-ram-cam)	John Hoy (ms)
SHARON 26,454 53,639-ABC-CZ 59,558-ABC-Par. 15	Herald, 40-70 S. Dock St., Tel.: Diamond 6-5521 (e) 23,204	.14 Flat	(I) (UP) (J) (7¢, 40¢ w) (Gallagher-De Lisser, Inc.)	Sharon Herald Co. A. W. McDowell, Chmn. G. A. Harshman, Pres.	J. D. Shatto (eep) G. A. Harshman (e) J. A. Dunlap (me) Paul Horn (ce)	John Pepe (sp) Marion Shatto (we)	G. A. Harshman (gm) H. E. Hetu (bm) R. T. Flinn (cm) H. E. Hetu (com)	E. M. Hyde (ad) S. M. Krist, Jr. (ram) J. H. Cline, Jr. (cam)	G. A. Harshman (pm)
SHENANDOAH 15,704 20,452-ABC-CZ	Herald, 10-12 S. Jardin St., Tel.: 2-2777 (e) 7,022	.065 Flat	(R) (UP) (7¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Miss M. Anna Straughn Pres.	James F. Haas (eep-e) Joe E. Dalton (me,	Theresa Yodis (we)	James F. Haas (bm) Wallace Wiekrykas (cm)	Thomas F. Martin (ad) John R. Dudish (mga-ram) Patricia Donahue (cam)	Thomas F. Martin (pm-apm) Raymond Major (ms)
SOMERSET 5,940	American (m) 6,013	.05 Flat	(R) (AP, INS) (4¢, 20¢ w, 85¢mo) (Bottinelli-Kimball, Inc.)	Somerset Newspapers, Inc. Henry Baker Reiley Pres.-Pub. Miss E. H. Kessler, Secy.-Treas.	Henry Baker Reiley (eep-e) Mary Black (me-ce)	Henry Baker Reiley (ne) Theodore Zellem, Jr. (sp)	C. J. Larmon (gm-bm-cm)	George O. Kamper (mga-ram) Margaret R. Stumpf (cam)	Hans Stumpf (ms)
STATE COLLEGE-BELLEFONTE 21,651 (Loc. Est.) 5,651—B	Centre Times, 119 S. Frazier St., State College, Tel.: AD 7-4964 (e) 11,513	.09 Flat	(I-R) (AP) (J) (5¢, 30¢ w, $1.12mo) (Howland & Howland, Inc.)	Nittany Ptg. & Pub. Co. C. G. Aikens, Pres. E. J. Reilly, Asso. Pub.	Jerome Weinstein (e) Jack Yeager (asso. ed.)	Jerome Weinstein (ne) Mary Rogers (we)	E. J. Reilly (bm) James P. Reed (cm)	William Klaban (ad)	
STROUDSBURG-E. STROUDSBURG 6,361—Stroudsburg 7,274—E. Stroudsburg 13,635-ABC-CZ	Record (m) 8,773	.09 Flat	(I) (AP) (J) (7¢, 42¢w, $2.00mo) (Ottaway Newspapers)	Pocono Record, Inc. James H. Ottaway, Pres.-Pub.	John F. Hill (eep-e) James J. Riley (ce)	James J. Riley (ne) Robert Clark (sp) "Bobby" Westbrook (we)	Horace G. Heller (gm) Kenneth Strunk (cm) Jean Reilly (com)	Lowell H. Cross (ad) Philip G. Daniels (mga) Charles H. Edmondson (ram) Robert S. Widmer (cam)	Lowell H. Cross (apm) Ora Bonser (ms)
SUNBURY 15,570 27,385-ABC-CZ	Daily Item, 2nd and Market Sts., Tel.: ATlantic 6-5671 (e) 19,979	.13 Flat	(I-R) (AP) (J) (5¢, 30¢ w) (Julius Mathews Special Agency, Inc.)	Sunbury Daily Item Inc. Harry H. Haddon, Pres.	Harry H. Haddon (eep-e) Daniel C. Swank (ce)	William A. Toland (sp)	Basse A. Beck (gm) George T. McCorkill (cm)	Neal Furman (ad-mga) Dorothy Reigel (cam)	Neal Furman (pm) W. F. Wilt (ms)
SUSQUEHANNA 2,646	Transcript Tel.: 7 (e) 2,475	.03 Flat	(I-R) (J) (2¢, 50¢mo) (Bottinelli-Kimball, Inc.)	Paul S. Baker and J. Donald Baker, Pubs.					
TAMAQUA 11,508	Courier, 12-18 Hunter Ct., Tel.: 1250-1-2 (e) 5,194	.06 Flat	(I-R) (UP) (J) (7¢, 42¢ w, $1.75mo) (Bottinelli-Kimball, Inc.)	The Evening Courier John M. Harris Estate	David L. Miller (e) Robert Meredith (ce)	Robert Meridith (ne) William McHale (sp) Eleanor Weaver (we)	David L. Miller (gm-bm) Wynne Scott (cm)	Clarence Hess (ad-mga-ram) William Miller (cam)	Clarence Hess (pm-apm) Frank Miller (ms)
TARENTUM 3,540 34,019-ABC-CZ	Valley News, 210 Fourth Ave., Tel.: ACademy 4-4321 (e) 19,371	.12 Flat	(I) (AP, NYHT) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	News Ptg. Co., Inc. Eugene A. Simon, Pres.-Pub.	George D. Stuart (eep-e) Clemens B. Schwartz (me) Joseph Oravec (ce)	Robert L. Tench (ne) Walter F. Rutkowski (asso. ed.) Robert V. Schank (sp) Janet McCue (we)	Eugene A. Simon (gm) Stephen R. Fliss (bm) Virgil Fassio (cm) S. R. Fliss (com)	George N. Scheid (ad) Victor R. Ketchman (mga) George N. Scheid (ram) Robert B. Zamaria (cam)	Eugene A. Simon (pm) George N. Scheid (apm) George P. Paustenbach (ms)
TITUSVILLE 3,923 8,923-ABC-CZ	Herald, 209 W. Spring St., Tel.: 7-2241 (m) 6,850	.06 Flat	(R) (AP) (J) (7¢, 36¢w) (Bottinelli-Kimball, Inc.)	The Titusville Herald, Inc. James B. Stevenson Pres.-Pub.	Frank S. Holowach (me)	L. F. Thayer (sp)	W. D. Stevenson (bm) Glenn Patterson (cm)	J. P. Spence (ad) D. Harley Johnston (cam)	W. F. Hawk (ms)
TOWANDA 4,069	Review (m) 7,214	.07 Flat	(R) (AP) (J) (5¢, 35¢w, $1.25 rural, $1.50 mo town) (Gallagher-DeLisser, Inc.)	Towanda Ptg. Co. David M. Turner, Pres.-Pub. T. J. Finn, Co-Pub.	David M. Turner (eep-e) Staley N. Clarke (me) Ashton Merrill (ce)	Ashton Merrill (sp)	Thomas J. Finn (gm-bm)		Ashmun Parsons, Jr. (ms)
TYRONE 3,214 10,352-ABC-CZ 10,659-ABC Par. 15	Herald, 1018 Penna. Ave., Tel.: MU 4-2100 (e) 3,486	.04 Flat	(I) (INS) (J) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	Tyrone Herald Co. P. M. Kienzle, John C. Chamberlain, P. K. Miles, Jr., Partners	W. Paul Price (e)		P. M. Kienzle (gm) John J. Clark (cm)	John C. Chamberlain (ad)	P. K. Miles, Jr. (ms)
UNIONTOWN 20,471 45,602-ABC-CZ	Herald, 8-10 E. Church St., Tel.: GEneva 8-2501 (m) 10,273	....	(R) (AP) (J) (7¢, 42¢w)	Uniontown Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Joe L. Dickson (e-H) Arnold Goldberg (e-S) Phil E. Connelly, Jr. (ce-H) Walter J. Storey, Jr. (ce-S)	Douglas McIntire (sp-H) Torrence W. Trent (sp-S) Clover Culver (we-H) Beverly Jane Hawthorne (we-S)	Robert Schmidt (bm) William S. Lloyd (cm)	Lindsey E. Bierer, Sr. (ad) John W. Duff (cam)	Don C. Hayman (pm) Edward E. Miller, Sr. (ms)
	Standard (e) 19,088	....	(I-D) (AP) (Bottinelli-Kimball, Inc.)						
	Combined daily (me) 29,361	.17 Flat							
VANDERGRIFT 9,524	News, 149 Columbia Ave., Tel.: 700-1 & 47 (e) 3,715	.05 Flat	(I) (UP) (5¢) (Howland & Howland, Inc.)	The Vandergrift News Pub. Co. Howard W. Grimes, Pub.	George M. Spiher, Jr. (e)	Mrs. L. Drummond (we)	Frances B. Grimes (bm) Walter Hunger (cm)	Claude Waite (ad) Howard W. Grimes (mga)	Howard W. Grimes (pm) A. H. Brockett (ms)
WARREN 14,849	Times-Mirror, 203-05 Penn. Ave. W., Tel.: Bus. 438 or 439; Edit. 1400-01 (e ex Sat.) 8,577	.075 Flat	(AP) (7¢, $1.10mo) (Bottinelli-Kimball, Inc.)	Times Pub. Co., Inc.	Edward C. Lowrey (eep) Dave Brown (ce)	Lila Schuler (we)	Mrs. W. A. Walker (bm) Howard Clark (cm)	J. Knoll (ad-mga-ram)	S. Saylor (apm) Eugene Connors (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WASHINGTON 26,280 35,604-ABC-CZ	Observer, Tel.: BAldwin 2-2200 (m) 14,202 Reporter (e) 8,685 Combined daily (me) 22,887 .14	Flat	(I-R) (AP, UP) (7¢, 42¢w) (Ward-Griffith Co., Inc.)	Observer Pub. Co. Margaretta D. Stewart, Pres. James S. Lyon, Exec. V.P.	Lester Ault (eep-O) Guy R. Day (me-R) Wm. H. Jones (ce-O)	Charles R. Bertram (ne-O) Willard Stevens (ne-R) Robert T. Wood (sp-O) Paul Shearn (sp-R) Ruth Rutherford (we-R)	James S. Lyon (gm) Campbell B. March (cm) Richard S. Cowan (com)	George R. Stewart (ad-mgr.) Max R. Walker (cam)	Robert H. Campbell (pm)
	NOTE: Address editorial correspondence to G. R. Day (R) and W. H. Jones or C. R. Bertram (O).								
WAYNESBORO 10,334	Record-Herald, 30 Walnut St., Tel.: 500 (e) 7,602 .06	Flat	(I-R) (AP) (J) (5¢, 25¢w, $1.00mo) (Gallagher-De-Lisser, Inc.)	Record-Herald Pub. Co. Inc. Mrs. Floyd Chalfant, Pres. Paul F. Chalfant, Pub.	W. B. Curry (me)	W. J. Davis (ne-sp) Diane Taylor (we)	James E. Rumberger (cm)	J. Robt. Baugher (ad)	John Price (ms)
WAYNESBURG 5,514	Democrat Messenger (m) 5,031 .06	Flat	(I) (AP) (J) (5¢, 30¢w, $1.20mo) (Bottinelli-Kimball, Inc.)	Democrat Ptg. Co. John T. Robinson, Pres.	Floyd Miller (eep-e) Peter Jabour (ce)	Richard Kunkle (sp) Freda Strosnider (we)	Mrs. R. H. Robinson, Jr. (gm-bm) Paul Loar (cm)	Joseph Meighen (ad) Verda Brumage (cam)	
WEST CHESTER 15,168 18,753-ABC-CZ	Daily Local News, 12 S. High St., Tel.: OWen 6-1775 (e) 14,005 .11	Flat	(I) (UP) (5¢, 30¢w) (Julius Mathews Special Agency)	Daily Local News Co. W. Waldo Hayes, Pres.	Henry L. Brinton (eep-e) Hugh V. McDevitt (me) Wm. H. Dean (ce)	William H. Dean, Jr. (ne) Harry Hamer (sp) Mary A. Mateer (we)	John P. Thomas (gm) James E. Artman (bm) Orville Thornhill (cm)	Richard E. Clark (ad-mga-ram) Esther Hendry (cam)	Richard E. Clark (pm-apm) Calvin G. Bostelle (ms)
WILKES-BARRE 76,826 169,479-ABC-CZ	Record, 15 N. Main St., Tel.: VAlley 2-2121 (m) 27,337 Times-Leader-News (e) 53,336 Combined edition (me) 80,673 .38	Flat	(I-R) (AP) (6¢, 30¢w, $1.30mo) (Reynolds-Fitzgerald, Inc. and Story, Brooks & Finley, Inc.) (I)	W-B Pub. Co. Harrison H. Smith, Pres. John A. Hourigan, Jr., V. P. & Secy.	Robert W. Johnson (eep-me-R) John J. McSweeney (eep-TLN) Joseph T. Murphy (me-TLN)	Robert Patton (sp-R) B. G. Blackman (sp-TLN) Margaret J. Roche (we-R) Gertrude McNeilis (we-TLN)	A. DeWitt Smith (cm)	Thomas A. Gavin (mga) M. M. Bartlebaugh (ram-R) James A. Crawley (ram-TLN) N. E. Nelson (cam)	Wm. McDonald (ms)
	Sunday Independent, 22 S. Washington St., Tel.: VAlley 2-3111 (S) 44,343 .20	Flat	(I) (NYHT, UP) (20¢) (none)	Wilkes-Barre Independent Co. Thomas E. Heffernan, Pres.	Thomas E. Heffernan (e) Donald R. McCrea (me)	Sheldon Wintermute (ce) Tom Moran (sp) Elizabeth Brennan (we)	Eugene F. Durkin (bm) Theresa Stilp (cm)	Eugene F. Durkin (ad)	David Livingstone (ms)
WILLIAMSPORT 45,047 61,379-ABC-CZ	Sun-Gazette*, Tel.: 5101 (e ex Sun.) 28,633 .16	Flat	(I) (AP, INS) (6¢, 36¢w) (Story, Brooks & Finley)	Sun Gazette Co. John E. Person, Pres. Ernest M. Case, Exec. V.P.	Paul G. Gilmore (e) Quinton E. Beauge (exec. ed.) Frank A. Ziegler (ce)	Raymond J. Keyes (sp) Michael Bernardi (sp)	W. Van Person (gm) John E. Person, Jr. (bm) David N. Smith (cm)	Paul E. Case (mga) John R. Corbett (ram) Paul C. Shebest (cam)	
	Grit, 208 W. Third St., Tel.: Williamsport 4111 Williamsport edition (S) 38,727 .20 Pennsylvania edition (S) 156,468* .75 National edition (S) 900,884 4.10	Flat Flat Sldg.	(I) (AP) (J) (10¢S, $1.75-6mos., $3.50 yearly) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Grit Pub. Co. George R. Lamade, Pres.-Pub. Howard J. Lamade, Co-Pub. R. R. Cranmer (ex-vp)	Kenneth D. Rhone (e) David D. Geesey (me) Terry L. Ziegler (ce)	R. F. Williamson (ne) Albert C. Decker (sp) Erma M. Winner (we)	George R. Lamade (gm) Paul E. Fink (cm) H. B. Taylor (com)	Gilbert E. Whiteley (mga) Wesley S. Dodge (ram)	
	*Includes Williamsport edition. This is the distribution figure for June 30, 1957. The National edition figure is net paid for June 30, 1957.								
YORK 59,953 104,470-ABC-CZ	Dispatch, 15 E. Philadelphia St., Tel.: 8-2363 (e) 33,612 .19	Flat	(I-R) (AP, NYHT, UP) (J) (5¢, 24¢w, $1mo) (Reynolds-Fitzgerald, Inc.)	Dispatch Pub. Co. D. Philip Young, Pres.-Pub.	Harry D. Immel (eep) H. Danner Chronister (e-me) Charles F. Moore (ce)	Vernon Heilman (ne) Robert Reichley (sp)	D. Philip Young (gm) Irwin B. Quickel (bm) Elby Lehman (cm)	Roy C. Cox (ad-ram) Irwin B. Quickel John G. Enders (cam)	Wm. A. McGuigan (ms)
	Gazette & Daily, 31 E. King St., Tel. 8-2873 (m) 35,046 .20	Flat	(I) (AP, WWPS, RN) (J) (5¢, 25¢w) (Ralph R. Mulligan)	York Gazette Co. Charles M. Gitt, Pres. J. W. Gitt, Pub.	J. W. Gitt (e) Charles M. Gitt (exec. e) James Higgins (asst. e) Edward K. Schaeberle (me)	James A. Hubley (sp)	J. W. Gitt (gm-bm) Michael B. Rebert (cm)	Gilbert A. Deitz (ad) David Glatfelter (cam)	Michael B. Rebert (pm) R. E. Sowers (ms)
RHODE ISLAND									
NEWPORT 37,564 44,946-ABC-CZ 50,613-ABC Par. 15	Daily News, 140 Thames St., Tel.: VIking 6-1600 (e) 12,400 .10	Flat	(I) (AP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	E. A. Sherman Pub. Co. Mrs. Edw. A. Sherman, Pres. E. A. Sherman, Jr. and Albert K. Sherman, Pubs.	Ed. A. Sherman, Jr. (e) James G. Edward (me) Emil E. Jemail (assoc. ed.-ce)		Albert K. Sherman (gm) Francis I. Greene (bm) Hugh J. McGowan (cm)	Albert K. Sherman (mga) Carl O. Gustafson (ram) Mrs. Lorain P. Mihlbauer (cam)	
PAWTUCKET-~~CENTRAL FALLS~~ 81,436 P 23,550 CF 104,986-ABC-CZ	Pawtucket Times, Tel.: PA 2-4000 (e) 39,609 .18	Flat	(I) (AP, UP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	Times Pub. Co. Stanley T. Black, Pub.	John J. Monaghan (eep-e) Sylvester Sprague (me) Jas. Murphy (ce)	Walter Wilcock (ne) Edw. Mulcahey (sp)	S. T. Black (gm) Chester M. Spooner (bm) George Weavill (cm)	Philip H. Blue (ad-mga-ram) Philip Holt (cam)	C. M. Spooner (ms)
PROVIDENCE 248,674 462,383-ABC-CZ 513,275-ABC-Par. 15	Bulletin, 75 Fountain, Zone 2, Tel.: DExter 1-0600 (e) 146,231 Journal (m) 58,758 Combined daily (me) 204,989 .58 Journal (S) 183,539 .52*	Flat Flat	(I) (AP, ONA, UP, NYT, RN, NANA, CDN) (*S) (5¢, 25¢S, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	Providence Journal Co. Henry S. Chafee, Pres. John C. A. Watkins, Pub. James B. Stickley, Asst. Pub.	Sevellon Brown, 3rd (e) Michael J. Ogden (me) Charles H. Spilman (asst. me-J) Harold A. Kirby (asst. me-B) Albert R. Johnson (ce-m&S-J) Stuart O. Hale (ce-B)	John C. Quinn (ne) Robert N. Cool (Su-J) Barney Madden (sp) Catherine Lynch (we-e & S) Dorothy Dexheimer (m)	Edwin P. Young (gm for administration) Thos. F. Farrelly (bm-cm) William C. Ellis (treas.)	Frank S. Rook (mga) Archie MacDonald (ram) Charles W. Woodward, Jr. (cam)	Clifford A. Shaw (pm) Arthur E. Lathrop, Jr. (apm) George L. Green (prod. mgr.) Garrett D. Byrnes (prod. e)
	*.52 holiday only.								
WESTERLY 12,380 (town) 17,649-ABC-CZ	Sun, 56 Main St., Tel.: Westerly 6-7791 (e ex Sat.) 7,813 .08 Sunday edition (S) 7,797 .08	Flat Flat	(R) (AP) (J) (7¢, 7¢S, 42¢w, $1.75mo) (Julius Mathews Special Agency)	The Utter Company Wilfred B. Utter, Pres.-Pub. Charles W. Utter, Treas.	Chas W. Utter (eep-e) Chas. W. Utter (me) Chas. W. Utter (e) Abe Soloveitzik (ce)	Abe Soloveitzik (ne) Vincent Schafmeister (sp)	W. B. Utter (gm) Geo. H. Utter (bm) Geo. H. Utter (cm)	Wilfred B. Utter (mga-cam) Loren G. Osborn (ram)	Lewis R. Greene (ms)
WEST WARWICK 19,096 (town) 19,096-ABC-CZ	Pawtuxet Valley Times, Tel.: VAlley 1-7400 (e) 7,860 .08	Flat	(I) (INS) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Pawtuxet Valley Daily Times, Inc. Mrs. Thirza M. Hudson, Pres.	Mrs. Thirza M. Hudson (e) Daniel T. Burns (me)	Wilton P. Hudson (ne) Ambrose R. Smith (sp)	Daniel T. Burns (gm-bm) Raymond F. Havens (cm)	Daniel T. Burns (ad-mga-ram) Raymond F. Havens (cam)	Daniel T. Burns (pm-apm) Earl P. Knight (ms)
WOONSOCKET 50,211 64,596-ABC-CZ	Call, 75 Main St., Tel.: Woonsocket PO 2-3000 (e) 26,133 .13	Flat	(I) (AP) (7¢, 42¢w, $1.85mo) (Gilman, Nicoll & Ruthman)	The Evening Call Pub. Co. Andrew P. Palmer, Pres. Buell W. Hudson, Pub.	Paul L. Smith (eep-me) Buell W. Hudson (e) William A. Crouse (ce)	Daniel J. Kelleher (ne) Gregory C. Greene (sp) Eileen Doyle Hurley (we)	Andrew P. Palmer (gm) Buell W. Hudson (bm) Morris Shorr (cm)	James A. Mahoney (ad-ram) Buell W. Hudson (mga) Nellie I. Staples (cam)	Buell W. Hudson (pm) Carleton A. Braga (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Kay—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SOUTH CAROLINA									
AIKEN 7,083 11,800 Spec. Census 25,000 Loc. Est. (Greater Aiken)	Standard and Review, 1619 Richland Ave., Tel.: 9-3206 (m ex Sat.) ..... .09 Flat	(D) (UP) (J) (5¢, 25¢w, $1.10mo)	B. J. King Printing Co. Mrs. Annie H. King, Pres.-Pub.	Annie H. King (eep) ... A. M. MacKinnon (me) Ed. Kenney (ce)	Albert T. Howell (e)..... Sue Howard (we)	W. G. Howell (am)..... Claud Musselwhite (cm)	Mrs. Grace Lowther (cam)	.....
ANDERSON 19,770 31,839-ABC-CZ	Independent, 115-119 E. Market, Tel.: CAnal 4-4321 (m) 46,450 .... Mail (e) 7,472 .... Combined daily (me) 53,922 .25 Flat Independent (S) 46,596 .25* Flat Evening and Sunday (eS) 54,068 .25 Flat *Includes insertion in Saturday or Monday evening paper.	(D) (AP, INS, NANA) (J) (5¢, 15¢S, 30¢w-d, 35¢w-d&S) (The Katz Agency Inc.)	Independent Pub. Co. Wilton E. Hall, Pres.-Pub. B. Palmer, V.P. & Secty.	L. S. Hembree (e-I) J. B. Hall (e-Mail) S. A. Hall (me-I) James R. Young (asso. ed. Mail) Jim Blessing (ce-I) Carey Hayes (ce-Mail)	Jim Brown (ne-Mail) William Davis (ne-I) T. F. Acker (Su) Red Canup (sp-I) Johnny Martin (sp-M) Carolyn Hodges (we-I) Margaret Gilmore (we-Mail)	Wilton E. Hall (gm-bm).. W. G. Griffin (cm)	J. J. Findley (ad) Marvin Burts (mga) Herbert Hall (cam)	J. D. McCoy (pm) Clyde Welch (ma-I &Mail) J. D. McCoy (Prod. Mgr.)
CHARLESTON 70,174 134,608-ABC-CZ	News & Courier, 134 Columbus St., Tel.: RAymond 2-5522 (m) 59,569 .... Post (e) 31,616 .... Combined Daily (me) 91,185 .32 Flat News & Courier (S) 65,138 .... Evening and Sunday (eS) 95,814 .34 Flat	(I) (AP) (5¢, 15¢S, 30¢ w-e, 45¢w-m&S) (A&S) (The John Budd Co.)	The News & Courier Co. Eve. Post Pub. Co. Edward Manigault, Pres.-Pub.	T. R. Waring (e-NC) R. M. Hitt, Jr. (e-P) E. A. Cutts (me-P) James A. Best (me-NC) S. A. Cothran (ce-NC) W. D. Chamberlain (ce-P)	E. J. Oyler (se-NC)..... Warren H. Koon (sp-P) Edmund D. Campbell (sp-NC) Mrs. Lucy Green (we-NC) Mrs. Charlotte Walker (we-P)	H. T. McGee (gm) H. T. McGee, Jr. (bm) C. B. Williams (cm)	Carl W. Pollock (ad) T. Miles Burbage (mga) B. T. Williams (ram) J. S. Oliver (cam)	R. R. Hayslett (rd) H. M. Duke (ms)
COLUMBIA 86,914 127,171-ABC-CZ	Record, P.O. Box 150, Zone 1, Tel.: 2-3393 (e) 26,852 .... State (1) (m) 82,517 .... Combined daily (me) 109,369 .42 Flat State (S) 68,198 .... Evening and Sunday (eS) 99,814 .34 Flat	(I-D) (AP, 78,663) (*S) (5¢, 15¢S, 30¢ w-m, 30¢w-e, 25¢ w-m&S) (The Branham Co.)	The State-Record Co. J. M. Blalock, Pres. (RS), Pub. (R) S. L. Latimer, Jr. Pub. (S)	S. L. Latimer, Jr. (e-S) John A. Montgomery (me-S) Henry Cauthen (e-me-R) H. C. Booker, Jr. (ce-S) A. C. Carson, Jr. (ce-R)	Lloyd Huntington (ne-R) W. T. McMahan, Jr. (ne-S) John A. Montgomery (Su) Don Barton (sp-R) J. E. Penland (sp-S) Mrs. Mary B. Booker (we-S) Mrs. Lois Quattlebaum (we-R)	J. M. Blalock (gm)..... R. N. Schoonover (bm) J. C. McWaters (cm-S & R)	R. D. Haltiwanger (ad) J. H. Quackenbush (ram) Wm. G. Brittain (mga) C. A. Montgomery (cam)	Thomas Crenshaw (ms)
FLORENCE 22,513 25,386-ABC-CZ 30,016-ABC Par. 15	News, 141 S. Irby St., Tel.: 2-3221 (m) 14,517 .12 Flat Sunday edition (S) 15,248 .12 Flat	(I-D) (AP)(5¢, 10¢S, 40¢w-d&S) (Shannon & Associates, Inc.)	The Florence Pig. Co. J. M. O'Dowd, Pres.-Pub.	James A. Rogers (eep-e) James Walker (ce) Joe Dabney (me)	Fletcher Allen (sp)..... Pat MacEachern (we)	J. M. O'Dowd (gm)..... Ed. F. Moore (cm)	Roger Brooks (ram).... E. B. Clarke (cam)	Roger Brooks (apm) Leroy Harris (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GREENVILLE 58,161 107,520-ABC-CZ 119,305-ABC Par. 15	News, 305 South Main St., Tel.: CEdar 2-1511 (m) 75,867 Piedmont (e) 25,926 Combined daily (me) 101,793 News (S) 81,197 Evening and Sunday (eS) 107,123	.... .40 ..... .40 ..... .40	.... Flat ..... Flat	(I) (AP, UP) (5¢, 15¢S, 30¢w-e, 40¢w-m, $1.30mo-e, $1.75 mo-m) (Ward-Griffith Co., Inc.)	Greenville News-Piedmont Co. Roger C. Peace, Pres.-Pub.	Roger C. Peace (eep-e-N) Wm. F. Gaines (e-P) Wayne W. Freeman (eep-e-N) Carl Weimer (me-N) J. H. McKinney (me-P) William Davey (ce-P) James Walker (ce-N)	James B. Anderson (sp-N) Leonard Turnbull (ne-P) Anthon L. Foy (sp-P) Jean Layton (we-N) Anita Whaley (we-P)	Charlie Peace (gm) J. Kelly Sisk (bm) R. Earle Gregory (cm) Miss Minnie Crane (com)	W. J. Truesdale (ad-ram) Wayne Pittman (cam) Chas. Sterling (mga)	Harry Coggins (pm) L. H. Pickens (ms)
GREENWOOD 13,806 19,398-ABC-CZ	Index-Journal, 123 Maxwell Ave., Tel.: 9-7461 (e) 9,221	.08	Flat	(I-D) (AP) (J) (5¢, 30¢ w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Index Journal Co. R. Frank Mundy, Pres. Arthur Lee, Ch. of Bd.	J. E. Chaffin (e-me-ce)	Margaret Watson (ne) W. R. McDowell (sp) Sara Catherine Wilkinson (we)	R. Frank Mundy (bm-cm)	W. W. Wilson (mga-ram-cam) J. K. Rouff (ad)	W. W. Wilson (apm) J. Ted Mabrey (ms)
MYRTLE BEACH 3,345	News, Broadway Extension, Tel.: 2181 (e) 2,974	.05	Flat	(I) (J) (AP) (Thomas F. Clark Co., Inc.)	W. L. Harrelson, Pub.	W. L. Harrelson (e)		J. J. Carpenter (cm)	Ives M. Cary (ad)	A. R. Best (ms)
ORANGEBURG 15,322 15,322-ABC-CZ	Times & Democrat, Tel.: JE 4-3352 (m) 8,056 Sunday edition (S) 8,142	.095 .095	Flat Flat	(I-D) (AP) (5¢, 40¢w, $1.75mo) (Thos. F. Clark Co., Inc.)	Sims Pub. Co., Inc. J. L. Sims, Pres. & Pub.	Edward Sims (eep) Frank Myers (me) John Whalen (ce)	John Whalen (ne) Frank King (se)	J. L. Sims (gm) T. O. Crowell (cm)	H. T. Bass (ad-ram) J. L. Sims (mga) B. F. Ayers (cam)	Ben Kirby (ms)
ROCK HILL 24,502 27,050-ABC-CZ 31,723-ABC Par. 15	Herald, 132-6 W. Main St., P.O. Box 711, Tel.: 7161 (e) 11,586	.10	Flat	(I) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Herald Pub. Co. Talbot Patrick, Pres.-Pub. C. A. Reese, Jr., Asst. Pub.	Marshall Doswell (eep) Talbot Patrick (e) Hal Allen (me)	Don Wilder (sp) Mrs. Elizabeth Reed (we)	C. A. Reese, Jr. (bm) Robert D. Evans (cm)	C. A. Reese, Jr. (ad) Frances Montgomery (mga) Earl W. Robinette (cam)	Furman Long (ms)
SPARTANBURG 36,795 68,869-ABC-CZ	Herald, Tel.: Dial 2-4511 (m) 30,554 Journal (e) 10,887 Combined daily (me) 41,441 Herald-Journal (S) 37,875	.... .22 .22	.... Flat Flat	(D) (AP) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (General Advertising Service and Lewis V. Hohl)	Newspaper Management-Production Co. Phil Buchheit, Pres.-Pub. Fred D. Moffitt, Assoc. Publisher	Hubert Hendrix (eep-H) Charles O. Hearon (e-H) T. A. Smith (e-J) Glen Long (me-H) Tom Fleming (me-J) Rudy Rivers (ce-H)	Jim Foster (sp-H) Ed. McGrath (sp-J) Mrs. Dot Cline (we-H & J)	C. E. Webber (bm) Joe Hart (cm)	Fred D. Moffitt (ad) W. A. Finch, Jr. (mga) D. E. Shirley (cam)	Val Buchheit (pm) John Kelly (ms)
SUMTER 20,185	Item, 124 E. Hampton Ave., Tel.: SP 3-7333 (e) 8,336	.08	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (General Advertising Service, Inc.)	Osteen Pub. Co., Inc. H. D. Osteen, Pub.	H. D. Osteen (e) J. E. McKnight (me) P. Hildebrand (ne)	Margaret McElveen (ce-we) Ray Guest (sp)	H. D. Osteen (gm) L. W. Dixon (bm) Harold L. Wright (cm)	J. E. McKnight (ad) T. Hicks (ram) I. Reese (cam)	J. C. Adams (ms)
UNION 9,730	Times, Tel.: 1 (e) 4,736	.055	Flat	(I) (AP) (5¢, 25¢w) (General Adv. Service) (Inland Newspaper Representatives, Inc.)	The Union Times Co., Inc. William R. Feaster, Pres.-Pub.	William R. Feaster (e)	Mary R. Feaster (ne) Gus Gilbert (sp)	Wm. R. Feaster (gm) Gus Gilbert (cm)	James E. Pease (mga)	

SOUTH DAKOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN 21,051 21,051-ABC-CZ 23,304-ABC Par. 15	American-News, 124 So. 2nd St., Tel.: 4953 (e ex Sat.) 20,178 Saturday edition (Sat.) 8,489 Sunday edition (S) 20,144	.16 .16 .16	Flat Flat Flat	(I) (AP) (7¢d, 10¢S, 40¢w-d&S) (Ridder-Johns, Inc.)	Aberdeen News Co. Henry J. Schmitt, Pres.-Pub	E. J. Karrigan (eep-me) Henry J Schmitt (e)	Robert L. Johnson (ne) Larry Desautels (sp) Evelyn VanWagner (we)	Henry J. Schmitt (gm) Kenneth Pope (cm)	Mil Seeman (mga) C. G. Erhart (ram)	Mil Seeman (apm)
BELLE FOURCHE 3,540 4,186 Lcl. Est.	Post (m ex Mon.) 2,910	.05	Flat	(R) (UP) (J) (3¢) (Bottinelli-Kimball, Inc.)	Northwest Publishers, Inc. Laurence Weyler, Pres.-Pub.	Marion Lucca (ce)		Laurence Weyler (bm) Marion Lucca (cm)		
DEADWOOD 3,288	Pioneer-Times (e ex Sat.) 1,133	.055*	Flat	(I) (UP) (J) (5¢, 25¢w-d&S) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co., Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me) Camille Yuill (ce)	Stan Lindstrom (sp) Lois Crowley (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga)	
	*Deadwood Pioneer-Times and Lead Call sold only in combination; combined circulation 2,571.									
HURON 12,788 12,954-ABC-CZ 14,409-ABC Par. 15	Huronite and Plainsman, 49 Third St., S.E., Tel.: 751 (e ex Sat.) 12,644 Sunday edition (S) 12,489	.13 .13	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 40¢w) (Johnson, Kent, Gavin and Sinding, Inc.)	Huron Pub. Co. Robert D. Lusk, Pres.-Pub. L. J. Maher, Asst. Pub. A. J. Popovich, Treas.	Richard A. Williams (assoc. e) Wm. McK. Plummer (assoc. e)	Richard Wood (sp)	Richard J. Bruchs (cm)	L. H. Maher (ad) Cecil Burnison (cam)	V. E. Arwood (ms)
LEAD 6,422	Call (e) 1,438	.055*	Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me)	Stan Lindstrom (sp) Lois Crowley (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga)	Clarence Cawiezel (ms)
	*Lead Call and Deadwood Pioneer-Times sold only in combination; combined circulation 2,571.									
MADISON 5,153	Leader, 218 S. Egan Ave., Tel.: 5555 (e) 3,160	.06	Flat	(I) (UP) (J) (7¢, 25¢w) (none)	Madison Daily Leader Inc. George M. Hunter, Pres.-Pub.	George M. Hunter (e) Allen Ford (me)	Mrs. Ruby Kuchenbecker (we)		M. D. Hunter (ad) Don Waugh (ram)	
MITCHELL 12,123 12,123-ABC-CZ	Republic (e) 17,240	.15	Flat	(I) (AP) (J) (7¢, 35¢w, $1.50mo) (5wks) (Johnson, Kent, Gavin & Sinding, Inc. and Northwest Daily Press Association)	The Mitchell Pub. Co. F. K. Ronald, Pres. Richard Ronald, V.P. Joyce Ronald, V.P.	E. M. Brady (e) John Whalen (me) Art Raymond (ce)	Jerry Tippens, (sp) Elfrieda Tice (we)	E. M. Brady (gm)	Paul Jones (ad) Les McCarty (cam) Bill Belcher (ram)	
PIERRE 5,715	Capital Journal, 415 S. Pierre, Tel.: 301 (e) 4,650	.06	Flat	(I-R) (AP) (J) (5¢, 25¢ w, 80¢mo) (Theis & Simpson Co., Inc.)	Hipple Ptg. Co. R. B. Hipple, Pres.-Pub.	R. B. Hipple (e) John Hipple (ce)	Chas. Storer (ne)	L. H. Hipple (bm)	L. H. Hipple (ad)	
RAPID CITY 25,310 26,343-ABC-CZ 34,925-ABC Par. 15	Journal, Tel.: FI 2-0280 (e) 25,391 Sunday edition (S) 25,451 Evening and Sunday (eS) 50,842	.15 .15 .26	Flat Flat Flat	(I-R) (AP) (7¢, 10¢S, 35¢w-d&S) (Northwest Daily Press Association)	Journal Pub. Co. R. W. Hitchcock, Pres.-Pub.	Warren Morrell (e) E. L. Ingvalson (me) Ed. Niciejewski (ce)	Jack Cannon (Su) Bob Romaker (sp) Dorothy Moreton (we)	E. H. Lighter (gm-bm) E. H. Powell (cm)	Charles Davis (ad-mga) Don McDowell (ram) Dick Kahler (cam)	E. H. Lighter (pm) Charles Davis (apm) Clyde Gaffin (ms)
SIOUX FALLS 52,696 54,282-ABC-CZ 61,955-ABC Par. 15	Argus Leader, 200 S. Minnesota Ave., Tel.: 4-5811 (e) 51,032 Sunday edition (S) 52,040	.26 .26	Flat Flat	(I) (AP) (7¢d, 15¢S, 40¢w-d&S, $1.50mo) (The Branham Co.)	Kenco Enterprises, Inc. John A. Kennedy, Pub.	John A. Kennedy (e) Fred C. Christopherson (eep) James Ashley (me) Herb Bechtold (ce)	Roger Brown (ne) Anson Yeager (Su) C. Stolz (sp) Grace Nelson (we)	Ernest J. Kahler (gm-bm) Floyd Campbell (cm) A. A. Roesler (com)	E. L. Croft (ram) Bob Woodring (mga) W. H. Leopard (cam)	Fred Schweikher (pm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WATERTOWN 12,699 12,699-ABC-CZ 14,101-ABC Par. 15	Public Opinion, 19 2nd St., N.E., Tel.: TU 6-6901 (e) ⓒ 12,375	.12 Flat	(I-R) (AP) (J) (7¢, 35¢ w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	Watertown Public Opinion Co. J. F. Bacon, Pres.	P. J. Albrook (eep-e)	Don Lindner (sp) Josephine Elliott (we)	K. B. Way (gm-bm) John Wellens (cm)	M. W. Johnston (ad-mga-ram) Richard Olson (cam)	K. B. Way (pm) M. W. Johnston (apm) Francis Haight (ms)
YANKTON 7,709	Press & Dakotan, 319 Walnut, Tel.: 477 (e) 6,248	.075 Flat	(I-R) (AP) (J) (7¢, 35¢ w, (Inland Newspaper Representatives Inc.)	Yankton Ptg. Co. Fred H. Monfore, Pres. Pub.	Fred H. Monfore (eep-e) Byron G. Taft (me-ce)	Ellen Tobin (ne) Donald Bierle (sp) Mrs. Dale Bruget (we)	Freeman F. Otto (bm) Harry L. Speece (cm)	C. E. Walters (ad-mga ram) Donna Christensen (cam)	C. E. Walters (apm) W. J. Rossman (shop foreman)

TENNESSEE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ATHENS 8,618	Post-Athenian, 18 N. Jackson, Tel.: 398 (e ex Sat.) 5,397	.08 Flat	(I) (UP) (J) (5¢, 24¢w, $1.10mo) (Newspapers South, Inc.)	Post-Athenian Co. L. F. Arterburn, Pres.-Pub.	L. F. Arterburn (e) J. Neal Ensminger (me)	E. H. Sipe, Jr. (ne) Bill Buttram (sp) Betty Davis (we)	J. Neal Ensminger (gm) L. F. Arterburn (bm) C. R. Ensminger (cm)	Glenn Lawson (ad) J. Neal Ensminger (mga-ram) Glenn Lawson (cam)	Ernest Smith (ms)
BRISTOL 16,771 In Tenn. 15,954 In Va. 37,592-ABC-CZ 43,056-ABC Par. 15	Herald Courier, 23 Moore Street, Tel.: North 4640 (m) ⓒ 20,594	....	(I) (AP, UP)	Bristol, H. C. Pub. Corp. T. Eugene Worrell, Pres.-Pub. Herman Giles, V.P.	James Baxley (e) Dick McCaffrey (me)	Gene Thompson (sp) Lilian Childress (we)	Donald W. White (gm)	Donald W. White (ad) W. L. Clark (ram)	.....
	Virginia-Tennessean (e) ⓒ 7,098 Combined daily (me) ⓒ 27,692 Herald Courier (S) ⓒ 25,281	.... .18 Flat .18 Flat	(I) (INS, UP) (5¢, 15¢ S, 45¢w-dS, $1.25 mo-d, $1.75mo) (General Advertising Service, Inc.)	Bristol Independent Pub. Corp. T. Eugene Worrell, Pub.-Pres. Herman Giles, V.P.	Roy Elkins (me) Ken Johnson (ce)	.....	John H. Hudson (cm)	Robert L. Winebarger (aga) Scott Smith (cam)	L. H. Solomon (ms)

The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows: Carmage Walls, Chairman of the Board; T. Eugene Worrell, President; Herman Giles, Vice-president; Leonard Hall, Secretary; Joe Beach, Assistant Secretary and Treasurer.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHATTANOOGA 131,041 201,405-ABC-CZ	News-Free Press, 117 E. Tenth St., Zone 1. Tel.: AM 6-0171; AM 7-2161 (e) ⓒ 57,774 Times (m) ⓒ 52,137 Combined daily (me) ⓒ 109,911	.32 Flat .32 Flat .46 Flat	(I) (AP, UP, INS) (J) (7¢, 35¢w, 50¢w-d&S, $1.55mo) (Creamer & Woodward, Inc. and Shannon & Associates, Inc.)	The Chattanooga News-Free Press Co. Roy McDonald, Pres.-Pub.	Roy McDonald (e) Lee Anderson (assoc. e) Ralph Sanders (me) Wm Hagan (ce)	E. T. Bales (sp) Garnett Stoner Rice (we)	Everett Allen (gm) Clifford Welch (bm) J. W. Hoback (cm)	Everett Allen (ad-mga-ram) Carl Anderson (cam)	Charles Bledsoe (ms)
	Times (S) ⓒ 20,491 Evening & Sunday (eS) ⓒ 138,265	.38 Flat .49 Flat	(I-D) (AP, NANA, NYT, UP) (7¢, 20¢ S, 35¢w-d, 50¢w-d&S, $2.20mo-d&S) (Cresmer & Woodward, Inc. and Shannon & Associates, Inc.)	The Times Ptg. Co. Arthur Hays Sulzberger, Ch. Bd. Ben Hale Golden, Pres.-Pub.	Alfred D. Mynders (eep-e) Norman Bradley (exec. e) James E. Jarvis (me) Ed. Sussdorff (ce)	Eugene Carter (ne) Wirt Gammon (sp) Isabelle Howe (we)	..... James M. Adams (bm) Robert J. Sudderth (cm)	Everett Allen (ad-ram)	.....

The Chattanooga Times and the Chattanooga News-Free Press are owned by corporations (The Times Printing Co., and the Chattanooga-News-Free Press Co.), which are wholly separate. They are editorially independent and competitive. A third corporation, The Chattanooga Publishing Company, is the agent company in the operation of the business, advertising and circulation departments for the respective accounts of the two newspapers. The officers and personnel of the Chattanooga Publishing Co. are as follows: Arthur Hays Sulzberger, Chairman of the Board; Roy McDonald, President; Ben Hale Golden, Vice-President; Everett Allen, Secretary; James M. Adams, Treasurer; Everett Allen, Advertising Director; Ben Seessel, National Advertising Manager; Robert J. Sudderth and J. W. Hoback, Circulation Managers.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CLARKSVILLE 16,246 18,071-ABC-CZ	Leaf-Chronicle (e) ⓒ 8,703	.09 Flat	(D) (AP, UP) (J) (5¢, 30¢w) (Newspapers South, Inc., Memphis, New York, Chicago, Atlanta)	Leaf-Chronicle Co. M. S. Foster, Pres. James E. Chariet, VP-Gen. Mgr.	Stanley Gower (eep-e)	Stanley Gower (ne) C. B. Fletcher (sp) Mary McClendon (we) Nile Peacher (ce)	James E. Charlet (gm) Herschel Wilee (cm) Chas. M. Barrett (com)	Robert Sykes (ad-mga-ram) James Weakley (cam)	Herschel Wilee (pm) Frank Buck (ms)
CLEVELAND 12,605	Banner, Tel.: GR 2-5041 (e) 5,657	.08 Flat	(I) (AP) (5¢, 30¢w) (General Advertising Service)	Cleveland Banner, Inc. Syd S. Gould, Pub.	Syd S. Gould (e) Ben Townsend (me) Bob White (ce)	Ruth George (ne) Bob White (sp) Cynthia Stuart (we)	James Baldree (cm) Marcellus Lamon (com)	Pledger Wattenbarger (ad) Kenneth Tarpley (mga) Mae Regsdale (cam)	Ira Wade (ms)
COLUMBIA 10,911 16,828-ABC-CZ	Herald, Tel.: EV 8-6464 (e) ⓒ 8,773	.08	(I) (UP) (J) (5¢, 30¢w, $1.30mo) (Wallace Witmer Co.)	Columbia Herald Co., Inc. W. D. Hastings, Sr. Pres.-Pub.	John W. Finney (eep-e-me) Jack Dealy (ce)	Jack Dealy (ne) Doug Underwood (sp) Mrs. Louise Redman (we)	W. D. Hastings (gm) W. Bryant Williams (bm) Fred Chappell (cm)	W. D. Hastings (ad) J. W. Finney (mga) Jesse Foreman (ram) Mrs. J. W. Finney (cam)	W. Bryant Williams (pm) Jesse Foreman (apm Leland H. Blair (ms)
DYERSBURG 10,885	State Gazette, Mill Ave., Tel.: ATwater 5-4091 (e) 4,889	.06 Flat	(I-D) (AP) (J) (5¢, 25¢w, $1mo) (Wallace Witmer Co.)	State Gazette Pub. Co. Russell M. D. Bruce, Pres.	Russell M. D. Bruce (eep-e-me) Charles Yarbro (ce)	Charles Yarbro (ne) Martin Bruce (sp) Dian Toewater (we)	A. Leroy Ward (gm-bm) Nan Essary (cm)	Paul Headden (ad-mga-ram) Ethel Walker (cam)	H. Hathaway (ms)
ELIZABETHTON 10,754	Star Tel.: 2-1541 (e ex Sat.) 5,625 Sunday edition (S) 5,727	.075 Flat .075 Flat	(I) (AP, CT-NYN) (5¢, 15¢S, 40¢w, $1.65mo) (General Advertising Service Inc.)	Elizabethton Newspapers, Inc. Frank Robinson, Pres.-Pub.	Frank Robinson (e-me) Betty Sue Grindstaff (ce)	Mary H. Perry (ne-Su) Joe Bowling (sp) Ruby Ford (we)	Frank Robinson (gm) Inez McAnally (bm) Robert Howard (cm)	Arthur Petrey (ad) Inez McAnally (mga) Bob Carter (ram) Jack Shell (cam)	Arthur Petrey (apm) Elmer Bowling (ms)
GREENEVILLE 8,721	Sun, Tel.: 4181 (e) 8,519	.09 Flat	(I-D) (AP) (5¢) (Newspapers South, Inc.)	E. O. Susong, Pub.	Q. M. O'Keefe (e) Ken Hood (ce)	Claude Day (sp) Ruth Keller (we)	J. M. Jones (gm) J. Dugger (cm)	I. H. Smith (ad-ram)	Dewey Cannon (ms)
JACKSON 33,354 40,280-ABC-CZ	Sun, 104-106 W. Baltimore, Tel.: 7-3333-4 (e ex Sat.) ⓒ 15,241 Sunday edition (S) ⓒ 15,730	.10 Flat .10 Flat	(I) (AP) (5¢, 15¢S, 30¢w, $1.30mo-d &S) (The Branham Co.)	The Sun Pub. Co. Mrs. C. E. Pigford, Pres. Albert A. Stone, Pub.	Harris Brown (eep-e) Robt. P. Mahon, Jr. (me) James Elliott (ce)	John Parish (ne) Jack Hilliard (sp) Mrs. Paul Meadows (we)	A. A. Stone (gm-bm) Wm. E. Diffee (cm)	A. Lacy Price (ad-ram) Mrs. Ethel Hicks (mga) Mrs. Ethelyn Hudgins (cam)	Everett Petty (pm) R. F. Haskins (ms)
JOHNSON CITY 27,864 33,881-ABC-CZ 38,691-ABC Par. 15	Press-Chronicle, 204 W. Main St., Tel.: 2993 (m ex Mon.) ⓒ 5,318 Press-Chronicle (e ex Sat.) ⓒ 13,857 Combined daily (me) ⓒ 19,175 Sunday edition (S) ⓒ 19,864	.... .13 Flat .14 Flat	(I-D) (AP) (5¢, 15¢S 45¢w-d&S, $1.95mo) (The John Budd Company)	Press, Inc. Carl A. Jones, Pres.-Pub.	Geo. W. Kelly (eep) Lee Vance (ex. e) Tom Hodge (ce)	Tom Hodge (ne) S. Lee Vance (Su) James M. Smyth (sp)	T. W. Atkins (gm-bm) Everett E. Sudderth (cm)	Ernest W. Russell (ad) Ruth Holden (mga) Billy Jack Breeden (ram) Wm. Hines (cam) Ruth H. Carey (nam)	.....
KINGSPORT 19,571 41,361-ABC-CZ 46,281-ABC Par. 15	News, E. Market, Tel.: CIrcle 6-8121 (m) ⓒ 5,972 Times (e ex Sat.) ⓒ 17,114 Combined daily (me) ⓒ 23,086 Times-News (S) ⓒ 20,805	.... .15 Flat .15 Flat	(I) (AP, INS) (5¢, 15¢S, 40¢w-d&S) (*S) (Shannon & Associates, Inc.)	Kingsport Pub. Co., Inc. C. P. Edwards, Jr., Pres.-Pub. Ben Haden, V.P.	W. J. McAuliffe (eep-T) William Freehoff, Jr. (eep-N) Ellis Binkley (exec. e) Frank Creasy (me-T) Phil Calhoun (me-N)	Frank Creasy (sp) Dorothy Ring (we)	Ben Haden (gm) Bill Irwin (cm)	J. E. Huffaker (ad) Maurice Williams (mga) Leonard Dykes (cam)	C. T. Hamlet and Chas. Houser (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
KNOXVILLE 124,769 167,263-ABC-CZ	Journal, 618 S. Gay St., Zone 1. Tel.: 2-4141 (m) 78,294	.27	Flat	(I-R) (AP, INS) (5¢, 30¢)	Roy N. Lotspeich Pub. Co., Inc. Mrs. Roy N. Lotspeich, Pres.-Pub.	Guy L. Smith (e) Steve Humphrey (me) Dick Evans (ce)	Ed. Harris (sp) Mrs. Virginia Ragsdale (we)	C. H. Smith, Jr. (gm)		
	News-Sentinel, 208 W. Church, Zone 2, Tel.: 3-3131 (e) 99,384	.31	Flat	(I) (UP, BUP, AP, SHNA) (5¢, 15¢S, 45¢w) (Scripp-Howard Newspapers, Gen. Adv. Dept.)	Knoxville News-Sentinel Co. M. G. Chambers, Pres.	Loye W. Miller (V.P. & Ed.) C. W. Orcut (me) Joseph J. Levitt (ce)	Ralph Miliett, Jr. (ne) J. Gunby Rule (Su) Thomas T. Siler (sp) Mrs. Blanche Grace Davis (we)	Frank Powers (bm) Don Cameron (cm) James W. Howe (com)	Roger Daley (ad) Wm. N. Burke (mga) M. T. Creager (ram) Allen J. Ware (cam)	James A. Dorris (ms)
	Combined daily (me)	.41								
	Sunday edition (S) 152,000	.50	Flat							
	NOTE: Comb. Rate News-Sentinal & Journal (M&E) .46.									
MARYVILLE-ALCOA 7,742 Maryville 6,335 Alcoa 26,824-ABC-CZ	Times, 307 E. Harper, Tel.: Tel.: YUkon 3-0260 (e ex Sat.) 9,291	.09	Flat	(I-R) (AP) (5¢, 25¢w) (General Adv. Service)	Maryville-Alcoa Newspapers, Inc. T. S. Bradford, Pres.-Pub.	Clyde B. Emert (eep) Dean Stone (me)	Elizabeth Baugh (we)	Tutt Bradford (gm) Jack Wetmore (cm)	Gene Hamilton (ad) Mildred Tipton (mga-cam)	Floyd Hamilton (ms)
MEMPHIS 425,900 (1954 Gov. Census) 425,900-ABC-CZ	Commercial Appeal, 495 Union Ave., Zone 1, Tel.: JAckson 6-8811; JAckson 6-2141 (m) 201,143	.81	Flat	(I) (AP, UP, INS, CDN) (J) (5¢, 20¢S, 30¢w-d&S, $1.30mo-d, $2.20mo-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Frank Ahlgren (eep-e) Gordon Hanna (me) Malcolm Adams (ce)	R. C. Shuptrine (ne) James Cortese (Su) Walter Stewart (sp)	Enoch Brown (gm) W. Frank Aycock, Jr. (bm) C. W. Bevinger (cm) J. B. Caskey (Asst. Sec. Treas.)	H. W. Tushingham (am) W. O. Sturdivant (mga) Walter Fontaine (cam)	George Sisler (pe) R. C. Berkeley (rd-pm) R. J. Richardson (Prod. Mgr.) Jas. L. Fenley (Asst. Prod. Mgr.)
	Press-Scimitar (e) 146,169	.65	Flat	(I) (AP, UP, SHNA) (J) (5¢, 30¢w, $1.30mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Edw. J. Meeman (eep-e) J. Z. Howard (me) Null Adams (ce)	Fred Snodgress and Luther Southworth (ne) George Bugbee (sp)			
	Combined daily (me) 347,312	1.00	Flat							
	Commercial Appeal (S) 247,850	.85	Flat							
MORRISTOWN 13,019 13,019-ABC-CZ	Gazette & Mail, W. Main St., Tel.: 1135-173 (e ex Sat.) 5,197	.065	Flat	(I) (AP) (5¢, 10¢S, 15¢w) (none)	Gazette-Mail Pub. Co. John E. Helms, Jr., Pres.-Pub.	John E. Helms, III (e)		C. O. Helms (gm-cm) W. O. Helms (bm)	Mrs. Hal A. Noe (ad-mga-ram)	Hal A. Noe (ms)
	Sunday edition (S) 5,398	.065	Flat							
MURFREESBORO 13,052	News Journal, 224 N. Walnut, Tel.: TW 3-5860 (e ex Sat.) 4,618	.07	Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Newspapers South, Inc.)	Mid-South Pub. Co., Inc. Jack McFarland, Pres-Pub.	Douglas Sparks (e) Lee Sadler (me)	Carl Holden (sp) Mrs. Mary Nelle Morris (we)	James Keathley (cm)	Don Parkinson (ad)	R. C. Bell (ms)
	Sunday edition (S) 4,618	.07	Flat							
NASHVILLE 174,307 301,706-ABC-CZ 342,783-ABC Par. 15	Banner, 1100 Broad St., Zone 1, Tel.: B-Al. 5-5401; T-Alpine 5-1221 (e) 97,949	.53	.49	(I) (AP, CDN, UP, INS) (5¢, 30¢w, $1.30mo) (The Branham Co.)	Nashville Banner Pub. Co. James G. Stahlman, Pres.-Pub. E. B. Stahlman, Jr., Exec. V. P.	Charles Moss (exec. ed.) A. C. Dunkleberger (e) Ed Clark Ford (me) Bob Battle (ce)	Walter Bogart, Jr. (ne) Fred Russell (sp) Emmie Keeble (we)	James H. Armistead (gm) E. P. Charlet (bm) Walter Seigenthaler (cir. dir.) William Roper (asst. cir. dir.) H. B. Crump (com)	Phil Breen (ad) W. G. Edmundson (mga) Maxey Hewitt (ram) Jack Phillips (asst. ad.-mgr. mag. adv.) George B. Morgan (cam)	Charles L. Andrews (apm) William B. Maples (pm-T) Jas. Dwyer (ms)
	Tennesean (m) 119,848	.53	.49	(D) (AP, UP, INS) (*S) (5¢, 20¢S, 50¢w-d&S, $2.20mo) (The Branham Co.)	Tennessean Newspapers, Inc. Mrs. Lucile McCrea Evans, Pres. Silliman Evans, Jr., Pub. Russell L. Speights Sec.-Treas.	Coleman A. Harwell (ed) Creed C. Black (exec. ed.) John N. Nye (eep) Gail W. Churchill (me) Edward Freeman (ce)	A. V. Goodpasture, Jr. (ne) Henry H. Schulte, Jr. (Su) Raymond Johnson (sp) Jacqueline Sharborough (we)			
	Combined daily (me) 217,327	.57	.53							
	Tennesean (S) 201,996	.55	.51							
	The Nashville Tennessean and the Nashville Banner are corporately and editorially separate, but operate otherwise under a joint agreement through a third corporation known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, Agent Nashville Banner and The Nashville Tennessean, James G. Stahlman, chairman of the board; Silliman Evans, Jr., president, E. B. Stahlman, Jr., Vice-president and production manager; Amon C. Evans, vice-president; James H. Armistead, vice-president and general manager; Walter Seigenthaler, vice-president and circulation director; E. P. Charlet, secretary-treasurer and business manager; H. B. Crump, comptroller.									
OAK RIDGE 30,229 30,229-ABC-CZ	Oak Ridger, Tyrone Rd., Tel.: 5-7404 (e ex Sat.) 7,806	.10	Flat	(I) (AP) (5¢, 30¢w) (Newspapers South, Inc.)	Alfred G. & Julia G. Hill Pub. Co. Don J. McKay, Pub.	Richard D. Smyser (me)	Gene O'Bleniss (sp) Sally Latham (we)	Dewey Robinson (cm)	Malcolm Jones (ad) Marge Hurst (cam)	Leigh Gerth (ms)
PARIS 8,826 8,826-ABC-CZ	Post-Intelligencer (e) 4,371	.07	Flat	(D) (UP) (J) (5¢, 25¢w, $1.08mo) (Wallace Witmer Co.)	Paris Pub. Co. W. P. Williams, Pres.-Pub.	Chas. Ernest Williams (ce)		Corinne Diggs (cm)		
SHELBYVILLE 9,456	Times-Gazette (e ex Sat.) 3,877	.07*	Flat	(D (AP) (J) (5¢, 25¢w)	Shelbyville Pub. Co., Inc. Franklin Yates, Pres.-Pub.	Franklin Yates (eep-me)	Mrs. N. Mae Morgan (we) Chas. Whited (ne) Gerald Tenney (sp)	Franklin Yates (gm-bm) Thos. M. (Tony) Rice (cm)		Franklin Yates (pm) Earl Haynes (apm) Lawson Gregory (ms)
	*Rate includes insertion in weekly Bedford County Sun, circulation 2,820.									
UNION CITY 7,665 7,665-ABC-CZ	Messenger, Tel.: 744; 745 (e) 5,016	.065	Flat	(I-D) (AP) (J) (5¢) (Wallace Witmer Co.)	Messenger Pub. Co. E. S. Critchlow, Pub.	Ed. Critchlow (eep-e-me) Glen Davis (ce)	David G. Critchlow (sp) Mrs. David G. Critchlow (we)	Ed. S. Critchlow (gm) Jack Burchard (bm) Dodds Griggs (cm)	W. D. Burdine (ad-mga) Arthur Melton (ram) Jack Burchard (cam)	L. H. Ladd (ms)

TEXAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
ABILENE 45,570 60,363-ABC-CZ	Reporter-News, N. 2nd & Cypress, Tel.: OR 3-4271 (m) 31,294	.....	.....	(D) (AP) (5¢, 10¢S, 40¢w-mS, eS, 60¢w-meS) $2.50mo-meS, $1.50mo-mS, eS) (Texas Harte-Hanks Newspapers)	Reporter Pub. Co. Mrs. Bernard Hanks, Pres. Howard McMahon, Pub.	Frank Grimes (e-eep) Ed. N. Wishcamper (me)	Richard Seaman (ne) Dick Tarpley (ne) Katharyn Duff (we) Don Oliver (sp)	Howard McMahon (gm) Andrew B. Shelton (bm) Francis J. Pruitt (cm)	J. T. LaRoque (ad-ram) Marvin Veal (cam)	A. B. Shelton (pm)
	Reporter News (e) 19,234	.....	.....							
	Combined daily (me) 50,528	.22	Flat							
	Sunday edition (S) 41,490	.22	Flat							
ALICE 16,449	Echo, 405 E. Main St., Tel.: MO 4-6588 (e ex Sat.) 6,133	.07	Flat	(D) (AP) (J) (5¢, 10¢S, 25¢w, $1.08mo) (none)	V. D. Ringwald, Pub.	V. D. Ringwald (e-ce)	Robbie Robinson (sp)	V. D. Ringwald (gm-bm) F. E. Bullock (cm)	A. C. McCoy (ad-mga-ram-cam)	A. C. McCoy (apm) Ed. Wollard (ms)
	Sunday edition (S) 6,133	.07	Flat							
AMARILLO 74,246 83,154-ABC-CZ 114,611-ABC-Par. 15	News, 900 Harrison St., Tel.: DR 6-6262 (m) 43,139	.....	.....	(I-D) (AP, UP) (5¢, 15¢S) (Texas Daily Press League, Inc.)	Globe-News Pub. Co., Inc. Parker Prouty, Pres. Wesley S. Izzard, Pub. News S. B. Whittenburg, Pub. Globe-Times	Louise Evans (eep) Wesley S. Izzard (e-N) Thomas H. Thompson (e-G-T) Fred Post (me) Robert S. Wright (asst. me) Paul Timmons (ce)	Ray Parr (ne-night) Charles Whippo (ne-day) Dick Kranz (sp) Frances Dolfin (we) Fred Post (Su) Mary Kate Tripp (regional editor)	Shelby Kritser (gm) Grady Camp (bm) Trenton T. Davis (cm)	Lowell Brown (ad) Robert Glenn (mga) E. A. Martin (ram) Garland Martin (cam)	Mason King (pm) Joe Sargent (apm) Harry Bartlett (ms)
	Globe-Times (e ex Sat.) 36,511	.....	.....							
	Combined daily (me) 79,650	.30	Flat							
	News-Globe (S) 66,763	.30	Flat							
ATHENS 5,194	Review (e) 3,431	.07	Flat	(I-D) (AP) (J) (5¢, 1.10mo) (Texas Daily Press League, Inc.)	Athens Printing Co. R. E. Dwelle, Pres. Pub.	R. E. Dwelle (eep-me) H. M. Kemp (e)	Bill Speake (sp) Mrs. Laura Collins (we)	R. E. Dwelle (gm) E. M. Cumbie (cm)	Mrs. Frank Baker (ad) Mrs. Jack Fite (cam)	Mrs. Frank Baker (apm) W. B. Howell (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUSTIN 132,459 146,809-ABC-CZ 175,813-ABC Par. 15	American, 308 Guadalupe St., Zone 1, Tel.: GR 6-2661 (m) (ⓐ) 34,714 ..... Statesman (e) (ⓐ) 28,238 ..... Combined daily (me) (ⓐ) 62,952 .30 American-Statesman (S) (ⓐ) 52,721 .28	.... Flat Flat	(D) (AP, UP) (5¢, 15¢ S, 40¢w-m&S or e&S, $1.65mo-m&S or e&S) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. Harlon Fentress, Pres. Louis N. Goldberg, Asso. Pub. & V.P. Sidney Gay, Sec.-Treas.	Chas. E. Green (e) Buck Hood (me) Fred Williams (ce)	Louis Maysel (sp) Nell Fenner (we)	Louis N. Goldberg (gm) P. F. Fincher (cm)	A. P. Jennings (ad-mga) Everett Bushell (ram) A. A. Oxford (cam)	A. P. Jennings (apm) W. F. Thompson (ms)
BAY CITY 9,427	Tribune, 2244 Ave. G, Tel.: CI 5-4639 (e ex Sat.) 3,363 .06 *.075 in combination with weekly Matagorda County Tribune.	Flat	(R) (UP) (J) (5¢, 20¢ w) (Thos. F. Clark Co., Inc.)	Tribune Pub. Co. Carey Smith, Pres.-Pub.	Carey Smith (me)	Russ Parker (ne)	.....	.....	.....
BAYTOWN 22,983 32,129-ABC-CZ	Sun, Tel.: JU 2-8302 (e) 10,911 .11	Flat	(I) (UP) (10¢, $1.45mo) Texas Newspaper Rep. Inc.)	Baytown Sun, Inc. Fred Hartman, Pres.-Pub.	Fred Hartman (e) Preston Pendergrass (me)	Kyle Griffin (sp) Bobbie Sutphin (we)	Leroy Towler (cm)	Harry E. Boswell (am) Barbara Hollister (cam)	.....
BEAUMONT 94,014 101,119-ABC-CZ 114,055-ABC Par. 15	Enterprise, 380 Walnut St., Tel.: TErminal 3-3311 (m) (ⓐ) 63,901 ..... Journal (e) (ⓐ) 26,862 ..... Combined daily (me) (ⓐ) 90,763 .30 Enterprise (S) (ⓐ) 75,488 .30	.... Flat Flat	(I-D) (AP, UP) (5¢, 15¢S, $1.75mo -m or e with S, $2.80mo-m e&S) (The Branham Co.)	The Enterprise Co. O. Eugene Davis, Pres. R. M. Frost, VP-treas. R. W. Akers, VP-secy.	R. W. Akers (e-JE) T. T. Hunt (me-E) C. C. Aldridge Jr. (me-J) Blackwell Arendale (ce-E) Ed. Van Zandt (ce-J)	Donald Streater (ne-E) C. C. Aldridge (ne-J) Thad Johnson (sp-E) Bill "Tiny" Scurlock (sp-J) T. T. Hunt (Su) Dorothy Roberts (we-E) Martha Frasher (we-J)	R. M. Frost (bm) F. W. Arnold (cm)	L. Clayton Lau, Jr. (ad) Walter J. Brown (cam)	.....
BIG SPRING 17,286 22,568-ABC-CZ 29,937-ABC Par. 15	Herald, 810 Scurry, Tel.: AM 4-4331 (e ex Sat.) (ⓐ) 9,334 .08 Sunday edition (S) (ⓐ) 9,617 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 35¢w) (Texas Harte-Hanks Newspapers)	Affiliated Newspapers, Inc. R. W. Whipkey, Pres.-Pub.	R. W. Whipkey (e) Joe Pickle (me) Wayland Yates (ce)	R. L. Smith (ne) Tommy Hart (sp) Ann Lefever (we)	R. W. Whipkey (gm) Harold Canning (bm) Jack Kimble (cm)	John H. King (mga) Oliver Cofer (ram) C. B. Ferrell (cam)	Granville Glenn (ms)
BONHAM 6,941	Favorite (e ex Sat.) 4,712 .06 Sunday edition (S) 4,712 .06	Flat Flat	(D) (UP) (J) (5¢, 10¢S 25¢w) (Texas Daily Press League, Inc.)	Bonham Daily Favorite, Inc. Paul F. Miller and Aubrey L. McAlister, Co-Pubs.	R. M. Cantrell (e-me-ce)	Mrs. W. G. Forgy (we)	Mrs. R. M. Cantrell (cm)	.....	Ralph Allen (ms)
BORGER 18,059 22,164-ABC-CZ 26,516-ABC Par. 15	News-Herald, 209 North Main, Tel.: BR 3-5611 (e ex Sat.) (ⓐ) 11,495 .11 Sunday edition (S) (ⓐ) 11,620 .11	Flat Flat	(I-D) (AP, UP) (5¢, 5¢S, 25¢w, $1.10 mo) (Chas W Hurley Co.)	Panhandle Pub. Co., Inc. Roy R. Whittenburg, Pres.	J. C. Phillips (eep-e-me) Herb Kinkead (ce)	Herb Kinkead (ne-Su) Toby Druin (sp) Natalie Ward Cory (we)	J. C. Phillips (gm-bm) Sam R. Duke (cm)	Wayne Lanham (ad-mga-ram) John F. Rust (cam)	Wayne Lanham (pm-apm) Harry B. Porter (ms)
BRAZOSPORT	See Freeport								
BRECKENRIDGE 6,610	American, Tel.: HI 9-4412 (e ex Sat.) 4,581 .07 Sunday edition (S) 4,581 .07	Flat Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Publishers, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Charlie Hall (e-me-ce)	Ann Cowan (we)	Paul Austin (gm-bm) Truett Trammell (cm)	Paul Austin (mga-ram) Truett Trammell (cam)	Jack Womble (ms)
BRENHAM 6,941	Banner-Press (e ex Sat.) 3,923 .06	Flat	(I-D) (UP) (J) (5¢, 25¢ w) (Texas Daily Press League, Inc.)	Banner-Press, Inc. Tom S. Whitehead, Pres.-Pub.	Tom S. Whitehead, Jr. (e)	T. C. Blake, Jr. (sp)	Tom S. Whitehead (gm)	.....	James E. Byrd (ms)
BROWNSVILLE 36,066 59,438-ABC-CZ	Herald, 13th & Adams, Tel.: LI 2-4331 (e ex Sat.) (ⓐ) 12,680 .10* Sunday edition (S) (ⓐ) 12,396 .10* *.25 in combination with Harlingen Valley Star and McAllen Monitor in Rio Grande Valley Newspaper group.	Flat Flat	(I) (UP) (5¢, 15¢S, 40¢ w) (Texas Daily Press League, Inc.)	Brownsville Herald, Div. of Freedom Newspapers	D. R. Segal (e) Bill Rudd (me) Terry Young (sp)	E. C. Osborn (sp. dir.) Mary Forrester (we)	R. M. Juillard (gm) D. R. Segal (bm) Wm. J. Mason (cm)	L. G. Nicolai (mga) Frank Stewart (ram)	L. G. Nicolai (apm) L. L. Irwin (ms)
BROWNWOOD 20,181	Bulletin, 114 E. Lee St., Tel.: 2445 (e) 9,600 .08 Sunday edition (S) 9,600 .08	Flat Flat	(D) (UP) (5¢, 15¢S, 35¢w, $1.50mo) (Texas Daily Press League, Inc.)	Brownwood Newspapers, Inc. C. C. Woodson, Pres.	B. G. Joyner, Jr. (e)	Norman Fisher (sp) Nelda Murphy (we)	Morris McGowan (gm) Alex McBroom (bm) Walter Hamilton (cm)	Walter McLean (ad) Mrs. Martha Bratcher (mga) Lanita Roberts (cam)	Fred V. Barbee (ms)
BRYAN 18,102	Eagle, W. 26th, Tel.: TA 2-1336 (e ex Sat.) 7,650 .08 Sunday edition (S) 7,650 .08	Flat Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.00mo) (Texas Daily Press League, Inc.)	Eagle Ptg. Co., Inc. Mills P. Walker, Pres.	Vick Lindley (me) Jack Bowen (ce)	Charles Carder (sp) Mrs. A. A. Branch (we)	Mills P. Walker (gm) Mark Campbell (asst. gm-bm) L. B. Martin (cm)	P. A. Tardy (ad) Marshall Massey (ram) Camilla Carrabba (cam)	O. D. Emmons (ms)
CHILDRESS 7,619	Index (e ex Sat.) 3,998 .06 Sunday edition (S) 3,998 .06	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	The Childress Index, Inc. Morris Higley Pres.-Pub.	.....	Dick Risenhoover (sp) Carol V. Higley (we)	E. J. Huddleston (gm) Bob Ray (bm) Arche Collins (cm)	Clayton Floyd (mga) Cynthia Caradine (cam)	Glen Stiner (ms)
CLEBURNE 12,905	Times-Review, 108 S. Anglin, Tel.: 5-2441 (e ex Sat.) 6,938 .07 Sunday edition (S) 6,938 .07	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w) (Texas Daily Press League, Inc.)	Cleburne Times-Review Wm. Rawland, Owner-Pub.	Jack Proctor (eep-e-me)	Jack Proctor (ne-Su-sp) Beth Bradbury (we)	Peyton Lawson (gm-bm) George Hannah (cm)	Paul I. Griffith (ad-mga-ram) Johnnie Ownbey (mga)	Paul Griffith (pm-apm)
COMMERCE 5,889	Journal, Box 1291, Tel.: 19 (e ex Sat. and Sun.) 1,639 .045	Flat	(I) (AP) (J) (5¢, 5¢S, 75¢mo) (none)	The Journal Pub. Co.	W. R. Latson (eep-e-me)	W. R. Latson (sp)	Carl Hyatt (gm-bm-cm)	Carl Hyatt (ad)	.....
CONROE 7,296 10,870 (Loc. Est.)	Courier, 508 W. Davis, Tel.: PL 6-3301 (e ex Sat. and Mon.) 3,117 .07* Sunday edition (S) 3,094 .07* *.09 combined	Flat Flat	(ID) (AP) (5¢d, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	Rigby Owen, Pub.	Ed. Watson (e)	Clyde Murray (sp)	Rigby Owen (bm) Jesse Powell (cm)	Don Phillips (am) Rigby Owen (nam)	Winston Davison (ms)
CORPUS CHRISTI 108,287 126,734-ABC-CZ 163,753-ABC Par. 15	Caller (m) (ⓐ) 57,190 ..... Times (e) (ⓐ) 35,631 ..... Combined daily (me) (ⓐ) 92,821 .30 Caller Times (S) (ⓐ) 70,161 .30	.... Flat Flat	(I) (AP, CDN, CT-NYN, NYT, RN) (5¢, 20¢S, 60¢w-me&S, $1.95mo-m or e, $2.65mo-combined) (Texas Harte-Hanks Newspapers)	Caller Times Pub. Co. Conway C. Craig, Pres.-Pub.	Robert M. Jackson (eep-e) Robert B. McCracken (assoc. ed) John L. Stallings (me) Vic Herold (ce-T) John Anderson (ce-C)	Louis Anderson (sp-CT) Joe Scherrer (sp-T) Ann Dodson (we)	Conway C. Craig (gm) Gilbert F. Vetters (bm) Clayton Grant (cm)	Gilbert F. Vetters (ad) James J. Abernathy (mga) W. G. Thomas (ram) Leland G. Barnes (cam)	A. T. Blease (ms) Edward Harte (pm)
CORSICANA 25,262 (Special '55 City Census)	Sun, Tel.: TR 4-4764-4765 (e) 9,263 .08* *.13 in combination with semiweekly Morning Light, combined circulation 15,079.	Flat	(D) (AP, INS) (5¢, 30¢w) (Texas Daily Press League, Inc.)	Sun-Light Pub. Co. Wortham & Martin, Co-Partnership Lowry Martin, Pub.	L. A. Wortham (e-me)	Paul Moore (sp) Mrs. L. A. Wortham (we)	Lowry Martin (gm) Fred DuBose (cm)	Dave Levy (cam)	H. T. Robinson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CUERO 7,498	Record, 119 E. Main, Tel.: 5-3131 (e ex Sat.) 3,094 (S) (Wed.) 4,126	.05 .06	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Cuero Pub. Co., Inc. Jack Howerton, Pres. Jack Howerton, Pub.	Jack Howerton (e) Harry Putman (me) Ben Prause (ce)	Pete Howerton (sp) Jerry Mauer (we)	Jack Howerton (gm) A. E. Hensley (cm)	Milton Binz (ad-mga) Milton Binz (ram) Polly Howerton (cam)	J. W. Angerstein (ms)
DALHART 5,918	Texan, 408 Denrock, Tel.: 10 & 13 (e) 2,432	.05	Flat	(I-D) (UP) (5¢, 30¢w) (Texas Daily Press League, Inc.)	Dalhart Pub. Co. J. Kenneth Hogue, Pub.	Albert H. Law (e)	Marie H. Gibney (we)	J. Kenneth Hogue (gm) Ariel T. Kemish (cm)	Al Serva (ram) Ariel Kemish (cam)	Bob Wilcoxson (ms)
DALLAS 434,462 496,398-ABC-CZ 609,470-ABC Par. 15	News, Young & Houston Sts., Zone 22, Tel.: RI 7-4611 (m) (AC) 203,011 Sunday edition (S) (AC) 213,568	.53 .55	Flat Flat	(I-D) (AP, UP) (J) (5¢, 15¢S, 40¢w-d&S, $1.70mo) (Cresmer & Woodward, Inc.)	A. H. Belo Corp. E. M. (Ted) Dealey, Pres.-Pub.	William B. Ruggles (eep) Harry C. Withers (exec. ed) Jack B. Krueger (me) John E. King (ce)	Tom Simmons (ne) William T. Rives (sp) Katherine Dillard (we)	Sol Katz (cm) William C. Smellage (com)	Cyrus A. Wagner (ad) Leland H. Renfro (mga) Smith Reed (ram) A. P. Vaughan (cam)	Ted Barrett (pm) Leven Deputy (ms) James A. Fitzpatrick (rd)
	Times Herald, Herald Square, Zone 2, Tel.: RI 1-4355 (e) (AC) 175,903 Sunday edition (S) (AC) 184,456	.50 .50	Flat Flat	(I-D) (AP, UP, CT-NYN, RN, INS, NYT) (5¢, 15¢S, 35¢w, $1.50mo) (The Branham Co.)	Times-Herald Ptg. Co. John W. Runyon, Pres. D. A. Greenwell, Exec. Vice-Pres. and Treas. Albert N. Jackson, V.P. James F. Chambers (VP-gm)	B. C. Jefferson (eep-e) Allen Merriam (Ed. Em.) Felix R. McKnight (Exec. Ed.) Mason Walsh (me) Charles Dameron (ce)	Hal Lewis (asst. me) Bert Holmes (ne) Jere R. Hayes (sp-dir) Louis Cox (sp)	James F. Chambers, Jr. (gm) James V. Lovell (asst. gm) Robert J. Blake (asst. to gm) George S. Johnson (cm) John E. Campbell (aud)	Don L. Schneider (ad) Roy McKinney (ram) R. E. Lake (cam)	Lloyd Price (pm) James C. McClung (ms)
	Wall Street Journal, 911 Young St., (2), Tel.: PRospect 1587 Southwest edition (m ex Sat.) (AC) 47,003	.62	.50	(I) (AP, RN, DJ, UP) (10C, $20 yr.) (own office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e) Robert Bottorff (Exec. Ed.) Clayton R. Sutton (me)		Buren H. McCormack (bm) Geo. J. Delaney (c-sls-mgr.) Robert Wilson (c-svc. mgr.) T. F. Mowle (com)	T. E. Callis (ad) Frank McGowan (ad-mgr.)	John J. McCarthy (natl. prod. mgr.) Geo. W. Flynn (prod.-m)
DEL RIO 14,211	News-Herald, 321 South Main, Tel.: 5-3531 (e ex Sat.) 3,917 Sunday edition (S) 3,917	.06 .06	Flat Flat	(I) (AP, UP) (5¢, 10¢ S, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Del Rio Newspapers, Inc. C. C. Woodson, Pres. Chas. T. Pingenot, Pub.	Ima Jo Fleetwood (eep-e-me-ce)	Ima Jo Fleetwood (ne-Su-we)	Chas. T. Pingenot (gm-cm)	Chas. T. Pingenot (mga)	John Faribault (ms)
DENISON 17,504 23,246-ABC-CZ 25,150-ABC Par. 15	Herald, 331 W. Woodard, Tel.: HO 5-7171 (e ex Sat.) (AC) 11,889 Sunday edition (S) (AC) 11,970	.10 .10	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w-d&S) (Texas Harte-Hanks Newspapers)	The Denison Herald Inc. Fred Conn, Pres.-Pub.	C. Easterly (e)	Jerry Crenshaw (sp-we) Kathryn West (we)	Paul Ague (cm)	Fred Conn (mga) Jack Fredrick (cam)	Carl Harrison (ms)
DENTON 21,372 24,332-ABC-CZ 26,108-ABC Par. 15	Record-Chronicle, 314 East Hickory, Tel.: DU 2-2551 (e ex. Sat.) (AC) 9,266 Sunday edition (S) (AC) 9,088	.09 .09	Flat Flat	(I) (AP) (*S) (5¢, 10¢ S, 35¢W, $1.50mo) (Chas. W. Hurley Co.)	Denton Pub. Co. Riley Cross, Pres.-Pub.	Riley Cross (e) Tom Kirkland (me)	Dub Brown (sp) Ethel Woodby (we)	Roy Appleton, Jr. (gm-bm) Jack Stephens (cm)	Roy Appleton, Jr. (mga) Henry Bradford (ram) Mildred Gantt (cam)	George Avery (ms)
EDINBURG 12,383	Review, 310 S. Closner, Tel.: DUdley 3-2705 (e ex Sat.) 4,575 Sunday edition (S) 4,575	.065 .065	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢ w) (Chas. W. Hurley Co.)	Valley Review Pub. Co. Allan Engleman, Pres.-Pub.	Allan Engleman (e) Harry Quin (eep-me)	Betty Harwell (we)	Allan Engleman (gm) Harry Quin (bm) Quince Mitchell (cm) Ellie Higgins (com)	Georgia Vandever (ad)	Tim Duarte (ms)
EL PASO 130,485 172,623-ABC-CZ 220,708-ABC-Par. 15	Times, 401 Mills St., Tel.: PR 2-1661 (m) (AC) 55,674 Herald-Post (e) (AC) 41,299	.30 .30	Flat Flat	(I-D) (AP, INS) (5¢, 15¢S, 45¢w-d&S) (Texas Daily Press League, Inc.)	El Paso Times, Inc. Dorrance D. Roderick, Pres.-Pub.	Wm. J. Hooten (eep-e) Wm. Latham (me) Edwin Engledow (ce)	James Halloran (Su) Chuck Whitlock (sp) Ruby Burns (we)	Dorrance D. Roderick, Jr. (gm-T) E. T. Lewis (bm) F. Judd Brennand (cm)	Mayo C. Seamon (ad) Jack Hall (mga) Wm. S. Cooke (ram) Harry Kahlert (cam)	
	Combined edition (me) (AC) 96,973 Sunday Times (S) (AC) 74,765 Evening and Sunday (eS) (AC) 116,064	.33 .33 .39	Flat Flat Flat	(I) (AP, UP, INS, SHNA) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Herald-Post Pub. Co. E. M. Pooley, Pres.	E. M. Pooley (eep-e) Chester L. Chope (me) H. A. Michael (ce)	Robt. Ingram (sp) Bessie J. Simpson (we)			
	NOTE: The El Paso Herald-Post and The El Paso Times are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company, to conduct publication of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, agent; Dorrance D. Roderick, general manager; E. T. Lewis, business manager; Judd Brennand, circulation manager; Mayo C. Seamon, advertising director; Jack Hall, manager general advertising; Harry Kahlert, classified advertising manager.									
ENNIS 7,815	News, Zone 1 (e) 3,986	.05	Flat	(I) (UP) (J) (5¢, 25¢w, $1.mo) (Ralph H. Mulligan)	United Pub. Co., Inc. Mrs. Helen Nowlin, Pres.	Daniel W. Bus (e) Elizabeth Parsons (ce)	Elizabeth Parsons (ne-we) Bryan Adams (e)	Chas. E. Gentry (gm-bm) Emma Jean Sims (com)	Chas. E. Gentry (ad-mga-ram)	Chas. E. Gentry (apm)
FORT WORTH 278,778 324,275-ABC-CZ	Press, 5th & Jones, Zone 1, Tel.: EC 2-5151 (e) (AC) 54,771 Sunday edition (S) 51,796	.28 .28	Flat Flat	(I) (SHNA, UP) (5¢, 25¢w, $1.10mo) (Scripps-Howard Newspapers, Gen Adv. Dept.)	Fort Worth Press Co. Walter R. Humphrey, Pres.	Walter R. Humphrey (eep-e) C. L. Douglas (me) Delbert Willis (ce)	Sam Hunter (ne) Dan Jenkins (sp) Latryl Layton (we)	Leslie E. Yates (bm) Emil Roth (cm) W. L. Robertson (com)	R. A. Eierdam (mga) Wm. Acers (ram) R. M. Adams (cam)	
	Star-Telegram, 400 W. 7th St., Zone 1, Tel.: ED 6-2301 (m) (AC) 114,236 Evening edition (e) (AC) 137,785 Combined daily (me) (AC) 252,021 Sunday edition (S) (AC) 225,600 Morning & Sunday (mS) (AC) 339,836 Evening & Sunday (eS) (AC) 363,385	.63 .63 .86 .86	Flat Flat Flat Flat	(I-D) (AP, CDN, CT-NYN, INS, RN, NANA, NYT) (5¢, 15¢S, 35¢ w-m or e&S, 60¢w-m e&S, $2.50mo-m e&S) (none)	Carter Publications, Inc. Amon G. Carter, Jr., Pres. Bert N. Honea, V.P. Phil R. North, V.P.	John Ellis (e) James R. Record (asso. e) W. C. Smith (me) Charles Boatner (ce-pm) F. J. Curran (ce-am) Bert Griffith (asst to ed)	Jack Butler (asst me-ne-pm) Lorin McMullen (asst me-ne-am) Cullum Greene (Su) Flem Hall (sp. dir.) Bill VanFleet (sp.) Mary Sears (we)	Bert N. Honea (gm) Harold Hough (cir. dir.) Fain Reynolds (cm)	Amon G. Carter, Jr. (ad) Ray Lee (am) Tommy Terrill (cam)	Ralph D. Ray (pm-apm) George Woodman (ms)
FREEPORT-CLUTE-LAKE JACKSON-VELASCO 35,125-CZ	Brazosport Facts, 311 E. Park, Tel.: 3-3511 (e ex Sat.) 7,091	.11	Flat	(I) (UP) (J) (5¢, 25¢w, $1.00mo) (General Advertising Service) (Texas Newspaper Rep. P. O. Box 26226, Houston, Texas)	Review Pub. Inc. James S. Nabors, Pub.	Glenn Heath (e) Roberta Dansby (me-ce)	Glenn Heath (ne) Bill McMurray (sp) Jeanne Overbaugh (we)	E. E. Hendrix (cm)	Kenneth E. Dahlstrom (ad) Pearl Glover (cam)	Morris Freeman (ms)
GAINESVILLE 11,246 15,700 (Loc. Est.)	Register, 306-308 E. California St., Tel.: HO 5-5511 (e) 5,448	.07	Flat	(I) (AP, UP) (5¢) (none)	Register Pub. Co., Inc. C. H. Leonard, Pres.	Jack Joyce (me)	Jack Joyce (ne) Bill King (sp) Eula West (we)	C. H. Leonard (gm-bm) Warren Flowers (cm)	Bob Hughes (ram) Elizabeth Graham (cam)	Nick Mosman (ms)
GALVESTON 71,590 71,590-ABC-CZ	News, 2108 Mechanic, Zone 1, Tel.: SO 3-4311 (m) (AC) 19,044 Tribune (e) (AC) 11,430 Combined Daily (me) (AC) 30,474 News (S) (AC) 23,819	.17 .17	Flat Flat	(I) (AP, UP) (5¢, 15¢S, T-$1.10mo, News $1.65mo, N-T-$2.75 mo) (Chas. W. Hurley Co.)	The News Pub. Co., Inc. Mrs. Mary Moody Northen, Pres. David C. Leavell, Pub.	C. E. McClelland (eep-me) O. D. Wilson (ce-N) Dwight Leveritt (ce-T)	A. C. Becker, Jr. (sp-N) Corlis Holt (sp-T) Estelle Hamilton (we-T) Marion Bach (we-N)	David C. Leavell (gm) A. C. Becker (bm) August Weber (cm) Richard Becker (com)	W. R. Roberts (ad)	H. W. Durel (pm)

LARGEST DAILY HOME-COUNTY (METROPOLITAN AREA) CIRCULATION IN THE SOUTHWEST*

***FACTS**

The Dallas Times Herald Dallas County (Standard Metropolitan Area) DAILY Circulation—160,996—increases LEAD over Dallas' 2nd newspaper to 28,054.

***SOURCE**

Circulation as of March 24 and 26 ABC Audit dated March 31, 1957.

DON'T WASTE YOUR SHOTS ON THE OUTER RINGS AIM FOR THE MARKET BULL'S EYE

The Dallas Times Herald Dallas County SUNDAY Circulation — 162,387 — increases LEAD over Dallas' 2nd newspaper to 31,819.

The Dallas Times Herald TOTAL DAILY Circulation — 180,037. The Dallas Times Herald TOTAL SUNDAY Circulation — 185,339.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

The BIG Reason Why

THE DALLAS TIMES HERALD

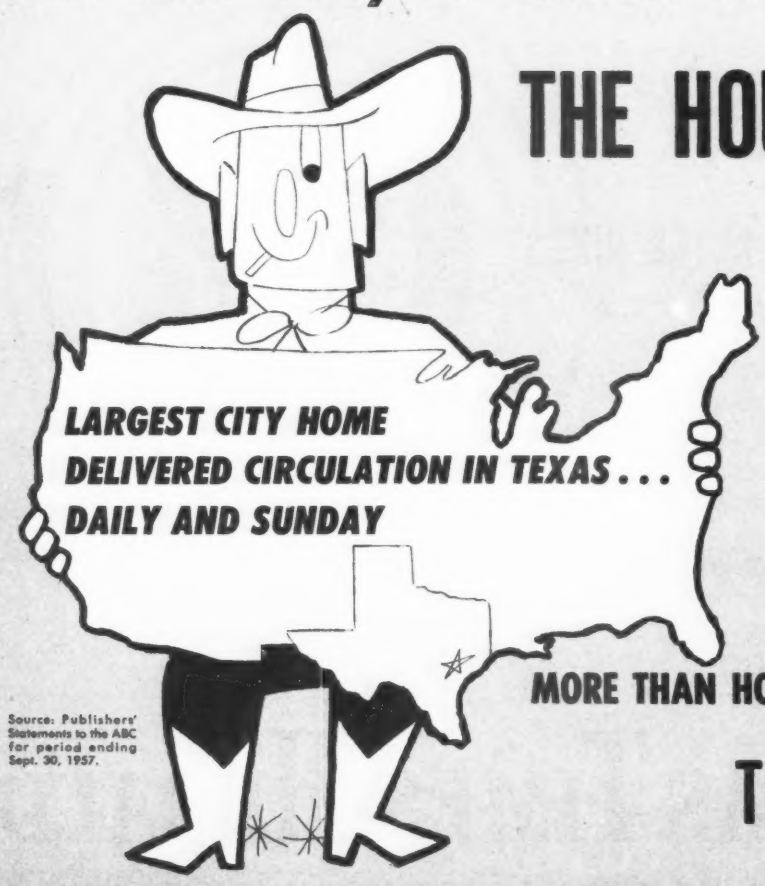
HAS CARRIED MORE ADVERTISING THAN ANY OTHER DALLAS NEWSPAPER FOR 31 CONSECUTIVE YEARS

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GARLAND 10,571	News, 613 State St., Tel.: BR 6-1155 (e ex Mon. and Sat.) 6,387 Sunday edition (S) 6,387	.07 .07	Flat Flat	(I-D) (UP) (J) (5¢d, 5¢S) (Texas Daily Press League, Inc.)	Garland Daily News W. H. Bradfield, Sr. Pres.-Pub.	W. H. Bradfield, Jr. (eep-e-me-ce)	W. H. Bradfield, Jr. (ne-Su) Jim Rosscup (sp) Mrs. W. H. Bradfield, Sr. (we)	W. H. Bradfield, Sr. (gm-bm) Carl Condray (cm)	Scott Dorsey (ad-mga-ram) Catherine Carlock (cam)	W. H. Bradfield, Sr. (pm-ms) Scott Dorsey (apm)
GLADEWATER 5,305	Mirror, Dean & Glade, Tel.: 2235 (e ex Mon. and Sat.) 4,219 Sunday edition (S) 4,219	.06 .06	Flat Flat	(I) (INS) (J) (5¢, 10¢S, 20¢w, 80¢mo) (Texas Daily Press League, Inc.)	Gladewater Daily Mirror Harry Kates, Pub.	Neal Clark (me)	Joe Blount (ne-sp)		Neal Clark (ad) Mrs. Marie Jones (cam)	Jack Elrod (ms)
GONZALES 5,659	Inquirer, 620 St. Paul, Tel.: 23 & 223 (e) 2,672	.05	Flat	(D) (UP) (5¢, 30¢w, $1mo)	Mrs. Henry Reese, & Son, Pubs.	Tom Gordon (eep-e-ce) Edward Reese (me)	Mrs. Jo. B. Farmer (we)	Edward Reese (gm) Mrs. Leola Marek (cm)	Edward Reese (ad) Bernice Knesek (ram-cam)	Emil Broz (ms)
GREENVILLE 14,727 17,388-ABC-CZ 19,032-ABC-Par. 15	Herald-Banner (e ex Sat.) ⓐ 9,104 Sunday edition (S) ⓐ 9,062	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, 25¢w) (Texas Harte-Hanks Newspapers)	Banner Pub. Co. Matt Sheley, Pub.	Herman Scott (e) George Near (me)	Matt Sheley (ne) Ollie Coon (we) Tommy Guion (sp)	Harriett Collin (bm) Frank Hutchinson (cm)	Max S. Lale (mga) Warren Smith (ram) Warren Hope (cam) Joe Barrett (am)	Matt Sheley (ms)
	Banner Publishing Company purchased and merged Herald (m&S) Nov. 19, 1956.									
HARLINGEN 23,229 24,692-ABC-CZ 28,941-ABC Par. 15	Valley Morning Star, 2nd at Harrison, Tel.: GArfield 3-5511 (m) ⓐ 17,155 Sunday edition (S) ⓐ 15,447	.11* .11*	Flat Flat	(I) (UP) (5¢, 15¢S, 45¢w-d&S) (Texas Daily Press League, Inc.)	Valley Morn. Star Div. of Freedom Newspapers.	D. R. Segal (eep) Frank Ragsdale (me) Wm. Mayes (ce)	Garrett Stack (ne) E. C. (Doc) Osborn (sp. Dir.) Fred Walker (sp) Louise Conley (we)	R. M. Juillard (gm-bm) A. T. Lawson (cm)	L. G. Nicolai (mga) F. W. Power (ram) Sue Ainsworth (cam)	L. G. Nicolai (apm) H. Wm. Kribbs (ms)
	*25 in combination with Brownsville Herald and McAllen Monitor in Rio Grande Valley Newspaper Group.									
HENDERSON 6,833	News, 102 Fordall St., Tel.: 2501 (e ex Sat.) 6,169 Sunday edition (S) 6,169	.07 .07	Flat Flat	(D) (UP) (5¢, 10¢S, $1.20mo-d&S) (Texas Daily Press Inc.)	News Pub. Co.		James H. Hale (e) Herbert Corder (sp) Mrs. Elenor Hamilton (we)	T. N. McCarty (gm-bm) Ed Velvin (cm)	Ed Velvin (cam)	T. N. McCarty (pm-apm) E. M. Coolidge (ms)
HILLSBORO 8,363	Mirror, 117-19 S. Waco, Tel.: JU 2-5321 (e ex Sat.) 3,942 Sunday edition (S) 3,942	.07* .07*	Flat Flat	(I-D) (AP) (J) (7¢, 10¢, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Texas Novelty Adv. Co. M. M. Donosky, Pres. Don Brown, V. P.-Pub.		Jim Carmichall (e)		Don Brown (ad)	
	*.11 in combination with Weekly Mirror, combined circulation 5,155.									
HOUSTON 596,163 730,465-ABC-CZ 924,318-ABC Par. 15	Chronicle (e ex Sat.) ⓐ 212,641 Saturday edition (Sat.) ⓐ 195,318 Sunday edition (S) ⓐ 235,998	.57 .57 .59	Flat Flat Flat	(I-D) (AP, CDN, INS, NANA, CT-NYN, NYT, RN) (*S) (5¢, 20¢S, 37¢w-d&S, $1.75 mo) (The Branham Co.)	Houston Chronicle Pub. Co. John T. Jones, Pres. Houston Chronicle Pub. Co.-Pub. J. H. Butler, Ex. V. P. G. L. Mims, V.P.-Treas. M. E. Walter, V. P. & E.	M. E. Walter (e) Harold Pyle (eep) R. J. Watts (me) Allison Sanders (ce)	Harry McCleary (ne) R. H. Freeman (sp)	J. H. Butler (gm) M. J. Butler (asst. bm) T. E. Lee (cm) F. E. Warren (com)	R. W. McCarthy (ad) M. J. Gibbons (mga) D. H. Dumas (ram) J. L. DuRoss (cam)	M. J. Butler (pm-apm-rd) Don Weber (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

The Best Way to Reach MORE Houstonians . . .



THE HOUSTON CHRONICLE

16,206
MORE THAN THE POST DAILY

66,699
MORE THAN THE PRESS DAILY

28,041
MORE THAN HOUSTON'S OTHER SUNDAY NEWSPAPER

Source: Publishers' Statements to the ABC for period ending Sept. 30, 1957.

THE HOUSTON CHRONICLE

JOHN T. JONES, JR., President
E. W. McCARTHY, Advertising Director
M. J. GIBBONS, General Advertising Mgr.
THE BRANHAM COMPANY — National Representatives

TEXAS EXTRA

THE FORT WORTH STAR-TELEGRAM

254,602 (M&E Combined) — 227,662 Sunday

ABC Audit Report — March 31, 1957

EXTRA INFLUENCE

Not only is the Star-Telegram a metropolitan newspaper but spreads its influence to the far corners of West Texas. 100 counties fall under this influence.

EXTRA COVERAGE

Coverage clearly establishes the Fort Worth Star-Telegram Texas' greatest metropolitan newspaper. Not only does the Star-Telegram cover virtually everyone in the metropolitan area, but achieves better than 20% family coverage in 44 counties—combined daily; 52 on Sunday . . . a far greater number than any other Texas newspaper.

EXTRA GROWTH

Since 1947, Metropolitan Fort Worth has grown more than two-and-one-half times as fast as Texas . . . a 78.9% increase in population, or enough people to make up another city the size of El Paso. In the same period, Fort Worth retail sales have more than doubled.

EXTRA BIG DOLLARS TO SPEND

The "extra-big" 100-county Star-Telegram market accounts for 24.6% of Texas population . . . but . . . these 2 million account for more than their share—26.5% of the state's income—and 26.1% of total retail sales.

Source of information: SRDS Consumer Markets

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., *President and National Advertising Director*

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests

"Just a good newspaper"

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HOUSTON —Continued	Post, Zone 1 (m) 213,198 Sunday edition (S) 221,923	.57 .59	Flat Flat	(I) (AP, NYHT, UP) (J) (5¢, 20¢S, 35¢ w-d only, 45¢w-d&S, $1.50mo-d only, $1.95mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Houston Post Co. W. P. Hobby, Ch. of the Bd. Oveta Culp Hobby, Pres. and Editor	Ed. Kilman (eep) Arthur Laro (exec.-e) W. D. Bedell (asst. exec. e) Ralph O'Leary (ce)	Ted Welty (ne) Clark Nealon (sp) Bobbe Lentz (we)	W. Howard Baldwin (gm) R. H. McCoy (cm city) Jack E. Calvin (cm country) C. H. Draper (com)	Eugene J. Lemcoe (ad) Robert Barron (mga) H. W. Mossberger (ram) E. R. Kendrick (cam)	Bob Gray (pm) S. E. Buttrill (ms)
	Press, 2001 Rusk Ave., Tel.: FA 3-1111 (e ex Sat.) 113,387 Saturday edition (Sat.) 99,321	.41 .41	Flat Flat	(I) (UP, DJ, SHNA) (5¢, 35¢w, $1.45 mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Houston Press Co. Scripps-Howard Newspaper Ray L. Powers, Pres.	George Carmack (eep-e) James H. Wagner (me) Richard Boyce (ce)	Ted Hutchison (ne) Bob Rule (sp) Betty Ewing (we)	Ray L. Powers (gm-bm) Earl C. Buell (cm)	Frank Moore (ad) Harry A. Dollahite (mga) Carl J. Barrea (ram) Wm. Bauerkemper	Jim Mantooth (pm) Ralph O. Johnson (ms)
JACKSONVILLE 8,607	Progress, 300 S. Main, Tel.: 2236 (e ex Sat.) 5,120 Sunday edition (S) 5,120	.07 .07	Flat Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	Progress Pub. Co. B. H. Broiles, Pres.	B. H. Broiles (eep-e) Dan Bus (me)	Mrs. Louise Broiles (we)	R. E. Sears (bm-cm)	B. H. Broiles (mga) E. B. Jolly (ram) Jewel Hill (cam)	Harmon Davis (ms)
KERRVILLE 7,691	Times, 325-27 Earl Garrett St., Tel.: CLearwater 7-6029 or 7-5504 (e ex Sat. and Mon.) 3,815 Sunday edition (S) 3,815	.07 .07	Flat Flat	(D (AP) (J) (5¢, 5¢S, 25¢w-d&S 75mo) (Texas Daily Press League, Inc.)	The Kerrville Times G. Rankin Starkey, Pub.	Carroll Abbott (me)	Mrs. G. Rankin Starkey (we)	G. Rankin Starkey (gm)		
KILGORE 9,638	News-Herald, 610 E. Main St., Tel.: 2593 (e ex Sat.) 6,258 Sunday edition (S) 6,258	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢, 10¢ S, 30¢w) (none)	Charles K. Devall, Owner-Pub.	Winston Gardner (e)	Winston Gardner (ne-Su) Ted R. Allen, Jr. (sp) Mary Meador (we)	Chas. K. Devall (gm) John Paul Jones (Auditor) John R. Eckstadt (cm)	Tom W. Graham (ad-ram) John Paul Jones (mga)	Chas. K. Devall (pm) Tom W. Graham (apm)
KILLEEN 7,100 27,614-ABC-CZ	Herald, 110 W. Ave. D, Tel.: ME 4-2125 (e ex Sat.) 3,551	.06	Flat	(I) (INS) (5¢, $1.00 mo) (none)	Killeen Pub. Co. J. Chambliss Gresham Pub.	G. D. Skidmore (eep-me-ce)	Herb Gormley (sp)	Jim Ayers (cm)	J. e Langston (ad) M. Adamson (cam)	Joe Langston (rd) Paul Cypert (ms)
LAMESA 10,704	Reporter, 523 N. First, Tel.: 2177 (e ex Sat.) 4,500 Sunday edition (S) 4,500	.07 .07	Flat Flat	(D) (UP) (5¢, 10¢S, 25¢w-d&S, $1.10 mo) (Texas Daily Press League, Inc.)	Southwestern Dailies Inc. C. C. Woodson, Pres. Nolan Porterfield, Pub.	James J. O'Brien (e)	Mrs. Vivian Lee (we)	Leslie C. Pratt (cm) Nolan Porterfield (gm) Fred Barbee, Jr. (bm)	Mrs. Violet Kinnison (cam) Lowell Hunt (ad)	Billy Comedy (ms)
LAREDO 51,910	Times, Tel.: 3-7461 (e ex Sat.) 15,404 Sunday edition (S) 15,404	.15 .15	Flat Flat	(I) (UP) (10¢, 15¢S, 40¢w, $1.75mo) (Texas Daily Press League, Inc.)	Laredo Daily Times, Inc Wm. Prescott Allen, Pres.-Pub.	Wm. Prescott Allen (eep-e) Wm. C. Ford (me) Hugh Robinson (ce)	Star Castillo (ne) Wm. C. Ford (Su) Felix Garcia (sp) Mrs. Mabel C. Wall (we)	Allen K. Tish (gm-bm) Homero A. Villarreal (cm)	A. K. Tish (ad) E. M. Bryant (cam)	Allen K. Tish (pm) J. G. Watt (ms)
LEVELLAND 8,264	Sun News, 607 Avenue G, Tel.: TW 4-3121 (e) 3,347 Sunday edition (S) 3,347	.09 .09	Flat Flat	(I) (AP) (5¢d, 10¢S, 25¢w, $1.00mo)	Forrest Weimhold, Pub.	Orlin Brewer (e)	Maurine Elkins (so)	J. C. Howell (gm) Charles Crain (cm)	J. C. Howell (am)	Leroy Flinn (ms)
LONGVIEW 24,502	Journal, Tel.: PI 3-3311 (m-xMon) 12,[illegible] News (e ex Sat.) 8,286 Combined daily (me) 21,275 News-Journal (S) 20,752	.09 .14 .14	.... Flat Flat	(I-D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢ w-d&S, $1.50mo-d&S) (Texas Daily Press League, Inc.)	Longview News Co. Inc. S. A. Parker, Pres. Carl L. Estes, Pub	Carl L. Estes (eep) Ellie Hopkins (e) Ed Leach (me)	Ellie Hopkins (ne-Su) Buster Hale (sp) Julia Acker (we)	Geo. Howell (gm) Mrs. E. L. Lee (bm)	Geo. Howell (ad-mga-ram) Marie Rice (cam)	S. A. Parker (pm-apm) Frank Bauman (ms)
LUBBOCK 71,747 91,019-ABC-CZ 118,396-ABC Par. 15	Avalanche (m) 29,141 Journal (e ex Sat.) 21,180 Combined daily (me) 60,321 Avalanche-Journal (S) 53,634	.... .26 .26	.... Flat Flat	(I-D) (AP, INS, UP) (5¢, 15¢S, 35¢w-m, 32¢w-e, $1.50 mo-m, $1.35 mo-e) (Texas Daily Press League, Inc.)	Avalanche-Journal Pub. Co. Parker F. Prouty, Pres. Chas. A. Guy, Pub.	J. Walter Greep (eep) Chas. A. Guy (e) C. W. Ratliff (assoc. ed.) Jay Harris (me-A) Chas. C. Watson (me-J) R. C. Hankins (ce)	Earl Scudday (ne-J) W. H. Hams (ne-A) H. R. McKee (Su) Joe Kelly (sp) Margaret Turner (we)	James D. Shaw (bm) J. D. (Pete) Bynum (cm)	Wayne Henly (ad) Lester M. Horner (mga) Dick Cook (ram) Howard E. Hunt (cam)	Dudley Repp (apm) Anthony L. Borbo (ms)
LUFKIN 15,135 16,226-ABC-CZ	News, 116-118 E. Lufkin, Tel.: NE 4-4488 (e ex Sat.) 7,623 Sunday edition (S) 7,734	.08 .08	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (Texas Daily Press League)	Lufkin Pub. Co. J. H. Kurth, Jr., Pres. W. R. Beaumier, Pub.	W. R. Beaumier (eep-e) William Bogart (me-ce)	William Bogart (ne) Bob Bowman (sp)	W. R. Beaumier (gm-bm) W. C. Allen, Sr. (cm)	Ken Barfield (ad) Marie Leatherwood (mga) Laverne Christie (cm)	Joe Ed. Murray (ms)
MARLIN 7,099	Democrat, 337 Coleman St., Tel.: WE 6-2011 (e) 1,344	.03*	Flat	(D) (AP) (J) (5¢, 60¢mo) (none)	Marlin Democrat Pub. Co Geo. S. Buchanan, Pub.	Geo. S Buchanan (e-me)	Henry Church (ne) W. H. Byrd (sp)	Mrs. Geo S. Buchanan (cm)	Geo S. Buchanan (mga)	
	*.63 in combination with semi-weekly Democrat (Tue.-Fri.) combined circulation 2,994.									
MARSHALL 23,327 25,377-ABC-CZ 27,927-ABC Par. 15	News-Messenger, 505 N. Washington, Tel.: WE 5-7914 (e ex Sat.) 11,821 Sunday edition (S) 12,270	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢w, $1.50mo) (Texas Harte-Hanks Newspapers, Inc.)	Marshall Pub. Co. Millard Cope, Pres.-Pub.	Millard Cope (e-eep) Spencer Jones (me)	Spencer Jones (ne) Clyde Foster (sp) Vanessa Dolen (we)	Millard Cope (gm) George Pruitt (cm)	Don Harper & Charles J. Adams (ram) Mellezena Jones (mga) Leonard Dumas (cam)	Millard Cope (pm) Jack Taylor (ms)
MART 2,269	Herald, Tel.: 567 (e ex Sat.) 1,120	.03	Flat	(I-D) (J) (5¢, 75¢mo) (none)	Yancey & Hartley Chas. R. Yancey Pres.-Pub.	Louis Hartley (eep) Chas. R. Yancey (e)	Chas. R. Yancey (ne) Louis Hartley (sp) Mrs. Erie Dunn (we)	Chas. R. Yancey (gm-bm)	Chas. R. Yancey (ad-mga-ram-cam)	
McALLEN 20,067 22,002-ABC-CZ 25,404-ABC Par. 15	Valley Evening Monitor, 21 S. 12th, Tel.: MU 6-4343 (e ex Sat.) 13,168 Sunday edition (S) 13,464	.10* .10*	Flat Flat	(I) (UP) (5¢, 15¢S, 40¢w) (Texas Daily Press League, Inc.)	Valley Eve. Monitor, Division of Freedom Newspapers	D. R. Segal (eep) T. N. Gaines (me) Harvey Jewett (ce)	E. C. Osborn (sp. dir.) J. W. Horner (sp) Helen Taylor (we)	R. M. Juillard (gm) John R. Kinard (bm) Lee Broussard (cm)	L. G. Nicolai (mga) Wm. A. Hill (ram) Clydene Dunham (cam)	L. G. Nicolai (apm)
	*.25 in combination with Brownsville Herald and Harlingen Valley Star, in Rio Grande Valley Newspaper Group.									
McKINNEY 10,560	Courier-Gazette (e) 3,390	.05	Flat	(I) (UP) (J) (5¢) (none)	Perkins & Wilson Mrs. Tom W. Perkins, Sr., Owner	L. L. Perkins (me)			Tom W. Perkins, Jr. (ad)	
MEXIA 6,627	News, Tel.: GY 6-2868 (e ex Sat.) 2,976 Sunday edition (S) 2,976	.05 .05	Flat Flat	(D)(UP) (J) (5¢, 5¢S, 25¢w, 85¢ mo) (Texas Daily Press League, Inc.)	News Pub. Co. Blake Smith, Jr., Pres.	John Moss (eep-e)	John Moss (sp) Dorothy Johnston (we)	W. L. Sewell (gm) Henry Atkinson (cm)	Charles Measels (ad-mga-ram) Henry Atkinson (cam)	Charles Measels (apm) Sterling Baldree (ms)
MIDLAND 21,713 37,381-ABC-CZ 53,756-ABC Par. 15	Reporter-Telegram, 221 N. Main, Tel.: MUtual 2-5311 (e ex Sat.) 15,976 Sunday edition (S) 15,964	.12 .12	Flat Flat	(I-D) (AP) (5¢, 10¢S, $1.10mo) (Texas Daily Press League, Inc.)	Reporter-Telegram Pub. Co. James N. Allison, Pres.-Pub.	W. H. (Bill) Collyns (eep-e) James Lindsey (me)	J. M. Ratcliff (ne) Ted Battles (sp) Franchelle Moore (we)	James N. Allison (gm) Jack Ellington (cm)	R. S. Brashears (ad-mga-ram) W. Warren Scott (cam)	R. S. Brashears (apm) A. C. Robertson (ms)

FIRST
IN DAILY CIRCULATION
In the South's Largest Market

New leader among Houston newspapers is The Houston Post. Total daily circulation of The Houston Post is now 213,198* — an all time high for the entire Southwest! The Post is first in circulation because it is also first in public confidence, editorial quality and depth of readership. People pay more to read The Houston Post than any other Texas newspaper. Readership studies prove that families read The Houston Post longer and more frequently each day. Advertising in The Houston Post gets repeat readership. In the South's largest market, the best newspaper buy is The Houston Post — first in total daily circulation.

*As filed with A.B.C. for six months ending September 30, 1957. Subject to audit.

THE HOUSTON POST

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MINERAL WELLS 7,801	Index, 207 N.W. First Ave., Tel.: FA 5-4466-7 (e ex Sat.) 3,226 Sunday edition (S) 3,226	.06 .06	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Index Printing Co. Walter Murray, Pub. Bob J. Hickey, Asst. Pub.	Ruth W. Ducker (e)	Faye Beasley (we)	Wm. P. Cameron (bm) Dubart Clarke (cm)	Bob J. Hickey (ram) Berneece Clark (cam)	Bill Houghton (ms)
MOUNT PLEASANT 6,342 10,063-1957	Times, Tel.: PA 4-4771-3418 (e ex Sat.) 3,641	.07	.....	(I-D) (AP) (5¢, 15¢w-d) (none)	Mt. Pleasant Times Publishing Co. W. N. Furey, Pres.-Pub.	W. N. Furey (e)	Diane Harris (we)	Palmer Poteet (cm)	.....	Jack Ledbetter (ms)
NACOGDOCHES 12,327	Sentinel (e ex Sat.) 4,207	.06	Flat	(ID) (UP) (J) (5¢, 25¢w, $1mo) (Texas Daily Press League Inc.)	Herald Pub. Co. Victor B. Fain, Pres.-Pub.	Victor B. Fain (eep-e) Howard Page (me) Lajuana Turner (ce)	Lucille Fain (ne) Howard Page (sp) Wanda Williams (we)	Victor B. Fain (gm) June H. Lewis (bm) H. L. Fain (cm)	Fred Thomas (ad) Jeri Talbot (mga) F. C. Hundley, Jr. (ram) Billie J. Corley (cam)	Woodrow Baker (pm) Joe Clifton (apm) Weaver Blacksher (ms)
ODESSA 29,495 58,660-ABC-CZ 65,748-ABC-Par. 15	American (e ex Sat.) 29,422 Sunday edition (S) 30,090	.18 .18	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w) (Texas Daily Press League, Inc.)	Odessa Amer. Pub. Co. V. L. DeBolt, Pub.	Brad Carlisle (me) Olin Ashley (ce)	Sue Coleman (ne) Harold Gammon (sp) Rita Darden (we)	V. L. DeBolt (gm) R. M. Cole (bm) J. D. Hapenney (cm)	Frank White (mga) Frank White (ram) J. F. Crooks (cam)	Cecil Cope (ms)
ORANGE 21,174 32,666-ABC-CZ	Leader, 503 A Front St., Tel.: TU 3-3571 (e ex Sat.) 6,926 Sunday edition (S) 7,547	.08 .08	Flat Flat	(D) (AP) (5¢, 10¢S, $1.25mo) (Chas. W. Hurley Co.)	Orange Leader Pub. Co. James B. Quigley, Pres.-Pub.	J. Cullen Browning (e) Joe Parsley (me) Robt. W. Axelson (ce)	L. R. "Bob" McHugh (sp) Mrs. Herbie Dees (we)	James B. Quigley (gm) Sam Davis (cm)	Ernest Krietsch (ad-mga-ram) Mrs. C. A. Ricks (cam)	O. Puckett (ms)
PALESTINE 12,503	Herald-Press, 404 Ave. A., Tel.: 2244 (e ex Sat.) 7,368 Herald-Press (S) 7,631	.08 .08	Flat Flat	(I) (AP) (5¢, 10¢S, $1.20mo) (Texas Daily Press League, Inc.)	W. M. Hamilton & Sons W. L. Hamilton, Pub.	Joe Calvit (e) Lester Hamilton (me)	Walter Murray (sp) Mary Sloan (we)	W. L. Hamilton (gm) Jack Mullican (cm)	Alex P. Kobar (ad) A. P. Dougan (ram) Mary Calloway (cam)	.....
PAMPA 16,583 17,583-ABC-CZ	News, Box 901, Tel.: 4-2525 (e ex Sat.) 8,114 Sunday edition (S) 8,485	.09 .09	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	Pampa Daily News E. Roy Smith, Pub.	Joel Combs (me)	Charles Cullen (sp) Doris Wilson (we)	Homer Deck (gm) Tom Walker (cm)	Homer Deck (ad) Jessye Stroup (cam)	Kendell Green (ms)
PARIS 21,643 22,870-ABC-CZ 25,018-ABC Par. 15	News, 122 Lamar Ave., Tel.: SU 4-4323 (e ex Sat.) 11,052 Sunday edition (S) 11,392	.09 .09	 Flat Flat	(D) (AP) (5¢, 10¢S, 35¢w-d&S) (Texas Harte-Hanks Newspapers.)	W. W. Bassano, Pub.	Ray Sissel (me)	Bill Thompson (sp) Kathryne Crook (we)	Robert Cox (cm)	E. W. Ellis (ad) Joe King (cam)	E. W. Ellis (apm) Frank Ellis (ms)
PLAINVIEW 14,044	Herald, 801 Broadway, Tel.: CApital 4-4343 (e ex Sat.) 7,167 Sunday edition (S) 7,167	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Herald-News Pub. Co., Inc. E. Q. Perry, Pres.-Pub. H. S. Hilburn, Vice Pres., Co-Pub.	E. Q. Perry (me) H. S. Hillburn (eep-e) J. P. Woodward (ms) L. D. Brown (ce)	J. P. Woodward (ne) H. S. Hilburn (Su) Bob Carroll (sp) Dora H. Scott (we)	E. Q. Perry (gm) V. A. Heinricks (cm)	J. B. Oswald (ad) Wendell Toole (mga) Mrs. Bill Lees (cam)	Jess Ludrick (ms) J. B. Oswald (apm)
PORT ARTHUR 57,530 74,725-ABC-CZ 91,799-ABC-CZ Par. 15	News, 449 Fourth, Tel.: YU 5-5541 (e) 24,585 Sunday edition (S) 24,694	.16 .16	Flat Flat	(I) (AP, UP) (5¢, 10¢S, $1.65mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. H. M. Fentress, Pres.-Pub. J. R. Sadler (Asso.-Pub.)	John F. Ayres (e) Mayo Wells (me) Arthur H. Barr (ce)	Richard Oliver (sp) Grace Foote (we)	J. R. Sadler (gm) H. Nogle (cm)	A. D. Trahan (mga) Jack Scott (dir. retail & classified) Geo. Varner (cam)	.....
SAN ANGELO 52,093 52,093-ABC-CZ 60,765-ABC Par. 15	Standard-Times (m) 32,993 Standard (e ex Sat.) 10,625 Combined Daily (me) 43,618 Standard-Times (S) 35,680	.... .20 .20	.... Flat Flat	(I-D) (AP) (5¢, 10¢S, 60¢w-me&S, $2.50 mo) (Texas Harte-Hanks Newspapers)	San Angelo Standard, Inc. Houston Harte, Pub. Houston Harte, Jr., Pres.	Dean Chenoweth (e) Edwin D. Hunter (me) George Kunkel (ce-S) Tom Steph (ce-ST)	Norman F. White (ne) Al Sledge (Su) Jim Cope (msp) Bob Milburn (esp) Carole Humphrey (we)	William M. Woody (bm) Harold C. Zschach (cm) Earl Utt (asst. cm)	Harry Arnold (ad-mga) Frank A. Fecher (ram) E. S. Hill (cam)	Grady Hill (rd) Frank A. Fecher (apm) Ben F. Roster (ms)
SAN ANTONIO 408,442 481,689-ABC-CZ	Express, Ave. E. & 3rd St., Zone 6, Tel.: CA 5-7411 (m ex Sat.) 67,089 Saturday edition (Sat.) 62,521 News (e ex Sat.) 78,239 Saturday edition (Sat.) 63,767 Combined daily (me) 145,328 Express (S) 105,564 Morning and Sunday (mS) 172,653 Evening and Sunday (eS) 183,803	.26 .26 .26 .26 .44 .32 .52 .52	Flat Flat Flat Flat Flat Flat Flat Flat	(I) (AP, CDN, CT-NYN, NYT, RN, UP) (5¢m, 5¢e, 20¢S, $1.65 e&S, $1.90 m&S, $2.95 meS) (The Branham Co.)	Express Pub. Co. Frank G. Huntress, Jr., Pres.	Ed Ray, Exec. Ed. (e-N) Charles Kilpatrick Asst. Ex Ed (E-N) Bill Reddell (eep-E) T. C. Call (eep-N) Bill Wagner (me-N) Clarence J. LaRoche (me-E) Tom McGowan (ce-E) Bert Wise (ce-N)	Louis G. Bailly (ne-Exp) John Newell (ne-News) Jerry Lochbaum (Su) Frank Klein (Exec. sp) Dick Peebles (sp-Exp) Johnny Janes (sp-N) Myrtle Oefinger (we-E & N)	Frank G. Huntress, Jr. (gm) J. B. McDaniel, Jr. (bm) Joe Haley (cm) Harry E. Nichols (com)	Bob Payne (mga) T. S. Fletcher (ram) Walter Lehman (cam)	William B. Bellamy (Adm. Asst. to Pres.) Irvin Cook (Prod. Mgr.)
	Light, Broadway & 5th St., P. O. Box 161, Zone 6, Tel.: CA 6-2441 (e ex Sat.) 103,645 Saturday edition (Sat.) 90,414 Sunday edition (S) 126,944	.31 .31 .36	Flat Flat Flat	(I) (AP, INS) (5¢, 15¢S, 40¢w-d&S, $1.65 mo) (Hearst Advertising Service)	Hearst Consol. Pub. Inc., S. A. Light Div. B. J. Horner, Pub. W. R. Hearst, Jr., Pres.	B. J. Horner (e) N. D. Allison (me) James Williamson (ce)	H. C. Burkhalter (ne) Lewis Fay (Su) Harold Scherwitz (sp) Miriam McGary (we)	B. J. Horner (gm) E. J. Redlinger (bm) C. S. Tilson (cm)	T. D. Gish (ad) E. A. Henckel (mga) B. T. Masterson (ram) Frank Hastings (cam)	L. A. Anderson (pm) W. W. Curd (circ. prom.)
SHERMAN 20,150 23,552-ABC-CZ 28,627-ABC Par. 15	Democrat, 201 S. Travis, Tel.: TWinbrook 2-4181 (e ex Sat.) 13,699 Sunday edition (S) 13,736	.11 .11	Flat Flat	(I-D) (AP, UP) (5¢, 10¢S, 35¢w-d&S) (Texas Daily Press League, Inc.)	Red River Valley Pub. Co. Frank W. Mayborn, Pres. Ward C. Mayborn, Pub. & V. P.	Albert Nibling (e-eep) Dana A. Blocker (me) Matt Conklin (ce)	Jack King (ne) Milburn Grisham (sp) Mrs. Maurine Graham (we)	Albert Nibling (gm) Wayne C. Sellers (bm) Charles Harrell (cm)	Elliott L. Higgins (ad) Sherwood Cooley (cam)	.....
SNYDER 12,010	News, 2107-25th, Tel.: 3-5486 (e ex Sat.) 6,047 Sunday edition (S) 6,203	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 35¢w) (Texas Harte-Hanks Newspapers)	Snyder Daily News Herbert Feather, Pres. Pub.	Wacil McNair (e) Dale Walton (ce)	Buck Francis (sp) Kay Pope (se)	Herbert Feather (gm) Dillard Pope (bm) B. L. Davis (cm)	Winston Gregg (ad-mga) Howard Jones (cam)	.....
STEPHENVILLE 7,155	Empire (e ex Mon. and Sat.) 3,958 Sunday edition (S) 3,958	.06 .06	Flat Flat	(D) (INS) (5¢, 10¢S, 25¢w) (Texas Daily Press League, Inc.)	R. F. Higgs, Pub. Owner	R. F. Higgs (e) Elyson Taylor (me) R. F. Higgs, Jr. (ce)	Elyson Taylor (ne) Mary Alice Conley (sp) Miss Carolyn Holford (we)	W. J. Moseley (cm)	Geo H. Lee (ad)	L. Riggins (ms)
SULPHUR SPRINGS 8,991	News-Telegram, 228 Main, Tel.: TU 5-3141 (e ex Sat.) 3,416 Sunday edition (S) 3,416	.06 .06	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 75¢mo) (Texas Daily Press League, Inc.)	Echo Pub. Co. K. H. Kraft, Pres. F. W. Frailey, Pub.	K. H. Kraft (asso. ed) F. W. Frailey (e) Joe Woosley (me-ce)	Britt Martin (sp) Mrs. Fred Moelk (we)	F. W. Frailey (gm) Billy Williamson (cm)	W. E. Highfield (ad-ram) F. W. Frailey (mga)	Guy Felton, Jr. (ms)
SWEETWATER 13,619	Reporter, Box 750, Tel.: 4677-4678 (e ex Sat.) 7,285 Sunday edition (S) 7,432	.09* .09*	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w-d&S, $1.10 mo) (Texas Daily Press League, Inc.)	Sweetwater Reporter, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Larry Lawrence (e-me) Allen Baker (ce)	Larry Lawrence (ne) Jewel Marsh (we)	Elmer Wright (gm) Homer Baxter (bm-cm)	Bill Gause (ad) Syl McBeath (mga) Ralph Sorrells (cam)	Elmer Wright (pm) Bill Gause (apm) Bob Rasor (ms)

*Rate includes insertion in the Nolan County News, on Thursdays, circulation 1,735.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
TAYLOR 9,071 11,963 (Est. '56)	Press, 110 E. Third, Tel.: ELmwood 2-3621 & 2-3622 (e ex Sat.) 6,638 Sunday edition (S) 6,638	.07 Flat .07 Flat	(I) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Taylor Press Pub. Co. Mrs. Geo. B. Peeler, Pub.	Mrs. Geo. B. Peeler (eep-e) Lin Mills (ce)	Lin Mills (ne-Su) E. S. Peeler (we)	Mrs. Geo. B. Peeler (gm) E. S. Peeler (bm) Charles Walker (cm)	H. E. Harkins (ad-mga) Bill Kennedy (ram) Geneva Jacobson (cam)	Bill Kennedy (apm) J. R. Dunman (ms)
TEMPLE 25,467 32,995-ABC-CZ 40,013-ABC Par. 15	Telegram, 118 W. Ave. A, Tel.: PR 3-2161 (m) 17,346 Sunday edition (S) 17,969	.14 Flat .14 Flat	(I-D) (AP, UP) (J) (5¢, 10¢S, 38¢w, $1.65 mo) (Texas Daily Press League, Inc.)	Bell Pub. Co. Frank W. Mayborn, Pres.-Pub.	Frank W. Mayborn (e) Harry O. Blanding (exec. ed.) Harold Whittington (me) Scott Brookshire (ne)	Paul Brookshire (sp) Martha Bowmer (we)	C. A. Schulz (gm-bm) J. K. Childress (cir. dir.)	Wm. S. Moore (am) Ray Lewis (mga)	C. A. Schulz (pm) Wm. S. Moore (apm)
TERRELL 11,544	Tribune, 116 N. Adelaide, Tel.: JOrdan 3-4476 (e) 3,914 Sunday edition (S) 3,914	.06 Flat .06 Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w) (none)	Tribune Pub. Co. Fred Massengill, Jr. Pres.-Pub.	Fred Massengill, Jr. (e) Pollard Runnels (ce)	Mose Martin (sp) Bennie Boon (we)	Fred Massengill, Jr. (gm) Mac Squires (cm)	J. E. Briscoe (ad-ram) Bennie Boon (cam)	Joe Galbraith (ms)
TEXARKANA 15,675 (Ark.) 24,753 (Tex.) 51,169-ABC-CZ	Gazette, 313-17 Pine St., Tel.: 3-3151 (m) 21,774* News (e ex Sat.) 6,767 Combined daily (me) 28,541 Gazette (S) 25,154	.... .16 Flat .16 Flat	(I) (AP, UP; INS) (5¢d, 15¢, 35¢w, $1.40mo) (Arkansas Dailies, Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. Mrs. C. E. Palmer, Pres. W. E. Hussman, Pub.	J. Q. Mahaffey (e) Paul Lowry (me)	Bob Mundella (me) Wick Temple (sp) Kay Stafford (we-G) Mrs. Annie May Turner (we-N)	Paul T. Morgan (bm) H. Murry (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)
TEXAS CITY 16,620	Sun, Tel.: 5-4483 (e ex Sat.) 6,251 Sunday edition (S) 6,251	.08 Flat .08 Flat	(I) (UP) (5¢, 5¢S, $1mo) (Chas. W. Hurley Co.)	Mainland Pub. Co. (Corporation) David C. Leavell, Pres.-Pub.	Clyde B. Ragsdale (eep-e) Ray Lee (me)	Danny Grant (sp) Mabel McClure (we)	David C. Leavell (gm-bm) Frank Hyde (cm)	C. F. Caldwell (ad-mga-ram) Lola Hilton (cam)	C. F. Caldwell (pm-apm) Vestal Fisher (ms)
TYLER 38,664 44,181-ABC-CZ 54,962-ABC Par. 28	Telegraph, 410 W. Erwin, Tel.: LY 2-1621 (m) 17,623 Courier-Times (e ex Sat.) 9,394 Combined daily (me) 27,017 Courier-Times-Telegraph (S) 24,708	.... .16 Flat .16 Flat	(I-D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢w, $1.40mo) (Chas. W. Hurley Co.)	T. B. Butler Pub. Co. Mrs. Sarah Butler, Pub. Mrs. J. R. Long, Tres.	Wm. E. Dozier, Jr. (e) Everett Taylor (me)	Felix Tilley (ne) Jim Honeywell (sp) Mrs. Marguerite Hercules (we)	Calvin Clyde, Jr. (gm) Bob Holden (cm)	John W. Hudson (ad) Tom J. Martin (cam) Ann Benton (mga)	W. McCullough (comp. rm. supt.) Ray Getchell (press-St. supt.)
VERNON 12,651	Record, 1531 Cumberland, Tel.: 2-5454 (e ex Sat.) 5,793 Sunday edition (S) 5,793	.07 Flat .07 Flat	(I) (AP) (J) (5¢, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Vernon Record, Inc. R. H. Nichols, Pres. Pub.	R. H. Nichols (eep-e) Bill Werley (me-ce)	.....	R. H. Nichols (gm) T. B. Quillin (bm) Ben Parham (cm)	T. B. Quillin (mga-ram)	.....
VICTORIA 16,126 23,659-ABC-CZ 34,210-ABC Par. 15	Advocate, 311 E. Constitution, Tel.: HI 5-1451 (m) 12,596 Sunday edition (S) 12,747	.12 Flat .12 Flat	(I) (AP) (J) (5¢, 10¢S, 35¢w, $1.50mo) (Charles W. Hurley Co.)	Victoria Advocate Pub. Co. Morris Roberts, Pres. Pub.	Wm. E. McIntosh (e) Sam Braswell, Jr. (asst. Gen. Mgr.) David W. Hoster (me)	John Lyons (sp) Marilyn Waida (we)	Morris Roberts (gm-bm) S. G. Hall (cm) John H. Alkek (com)	Bill C. Campbell (ad) N. R. Cook, (mga) Jim F. Witte (ram) Kenneth Loyd (cam)	.....
WACO 84,706 93,563-ABC-CZ 111,636-ABC Par. 15	News-Tribune, 900 Franklin Ave., Tel.: PL 3-1511 (m) 24,167 Times-Herald (e) 26,934 Combined daily (me) 51,101 Tribune-Herald (S) 44,855	.... .27 Flat .27 Flat	(I) (AP, CNS, UP) (5¢, 15¢S, 40¢w-mS or e S, $1.75mo; me&S, $2.75mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. H. M. Fentress, Pres. Pat Taggart, Pub.	Harry Provence (eep-e) Murray Neal (ce)	Gerald Frazier (ne) Dave Campbell (sp) Helen Baldwin (we)	S. D. Jones (gm) Melvin Carlisle (cm) Burton Meador (cm)	L. D. Armstrong (ad-ram) Joe Kendrick (mga) Thomas Meredith (cam)	Joe Kendrick (pm)
WAXAHACHIE 11,204	Light, Tel.: 1660 (e ex Sat.) 5,348 Sunday edition (S) 5,348	.06 Flat .06 Flat	(D) (UP) (5¢, 20¢w) (Texas Daily Press League, Inc.)	Enterprise Pub. Co. C. C. Woodson, Pres. Wm. P. Davis, Pub.	Florence McGee (me) Ken Flagler (ce)	Irene Emerson (we)	Ruth B. Davis (bm) Gene Appleton (cm)	Ruth Davis (ad-mga-ram)	Ray Hendrickson (ms)
WEATHERFORD 8,093	Herald (e) 2,400	.0357 Flat	(I-D) (AP) (none)	Herald Pub. Co. A. C. MacNelly, Pres.-Pub.	A. A. Patrick (e)	.....	A. C. MacNelly (gm)	A. C. MacNelly (ad)	.....
WICHITA FALLS 68,042 100,163-ABC-CZ 107,121-ABC Par. 28	Record-News, 701 Scott, P. O. Box 120, Tel.: 2-5241 (m) 27,517† Times (e) 20,268† Combined daily (me) 47,785† Times (S) 43,345†	.... .27 Flat .27 Flat	(D) (AP) (5¢, 15¢S, $2.50mo-combined) (The Katz Agency, Inc.)	Times Pub. Co. Rhea Howard, Pres. Pub.	Rhea Howard (eep) A. L. Parker (me-T) Curtis Cook (me-e-RN) L. T. Hamlett (ce-T) Cliff Clines (ce-RN)	Wm. L. Donnell (ne) A. L. Parker (Su) Bill Youngblood (sp) Lucille Burns (we)	Rhea Howard (gm) James B. Barnett (bm) Burris Hughes (cm)	R. E. Tushingham (lam) Jas. B. Barnett (mga) V. N. Armstrong (ram) Leslie Howard (cam) Truett Trammel (cam-RN)	Ben Blanton (pm)

NOTE: Combination Rate—Evening & Sunday .40

UTAH

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LOGAN 16,832 17,300-ABC-CZ	Herald-Journal, 75 W. Center, Tel.: 50 (e ex Sat.) 6,906 Sunday edition (S) 6,865	.09 Flat .09 Flat	(I) (UP) (5¢, 10¢S) (Gilman, Nicoll & Ruthman)	Cache Valley Newspaper Co. Philip E. Swift, Pub. (Scripps League)	Ray Nelson (eep-e-me) Robert Evans (ce)	Joe Watts (sp) Edith Morgan (we)	Philip E. Swift (gm) Don Russel (cm) Cyril Garr (com)	Howard Makin (ad) Reid Hansen (ram) Claude J. Turner (cam)	A. H. John (ms)
OGDEN 57,112 66,716-ABC-CZ	Standard-Examiner, 24th St. at Kiesel Ave., Tel.: EX 4-7711 (e) 28,253 Sunday edition (S) 28,135	.18 Flat .18 Flat	(I) (AP, INS, UP) (5¢, 10¢S, $1.75mo) (Reynolds-Fitzgerald, Inc.)	Standard-Examiner Pub. Co. A. L. Glasmann, Pub. Wilda Gene Hatch, Pres.	D. J. Greenwell (eep) James England (me) Charles Carver (ce)	G. W. Perrins (ne) Al Warden (sp) Alice West (we)	Joseph F. Breeze (gm) Leonard A. Garner (cm)	Frank E. Ellis (mga) Mark Darney (ram) Phyllis Glasmann (cam)	Wm. Glassmann, Jr. (ms)
PROVO 28,937 51,445-ABC-CZ	Herald, 190 W. 400 North, P. O. Box 17, Tel.: FR 3-5050 (e ex Sat.) 13,835 Sunday edition (S) 14,369	.12 Flat .12 Flat	(I) (UP) (5¢, 10¢S, $1.60mo) (Gilman, Nicoll & Ruthman)	Herald Corp. L. B. Tackett, Pub. (Scripps League)	N. L. Christensen (e) E. R. Rasmuson (eep) Theron Luke (ce)	Ray Schwartz (sp) Phyllis Phillips (we)	Richard Tilton (bm) Fred F. Forbes (cm) Bailey Lindstrom (com)	Irene Mower (mga) Frampton Collins (ram) John Lee (cam)	.....
SALT LAKE CITY 182,121 261,779-ABC-CZ	Tribune, 143 S. Main St., Empire 3-1511 (m) 98,017 Sunday edition (S) 177,104	.42 Flat .56 Flat	(I) (AP, UP, INS, Dow Jones, CT-NYN, RN, NYT, CDN) (5¢, 15¢S, $1.85mo) (Moloney, Regan & Schmitt, Inc.)	Kearns-Tribune Corp. J. F. Fitzpatrick, Pres.-Pub.	Arthur C. Deck (exec. ed.-me) Craig Temple (ce)	Hays Gorey (ne) Roy Hudson (Su) John Mooney (sp) Mary Pappasideris (we)	A. F. Peterson (bm) James W. Cargile (cm) Ott R. Seidel (asst. cm) George F. Egan (com)	D. E. Lambourne (ad) Ralph Davison (asst. ad-ram) K. M. Carpenter (mga) L. H. Egbert (cam)	Robert E. Cutler (pm) Milton A. Brown (prod. mgr.) Harold Grayston (ms)
	Deseret News & Salt Lake Telegram, Tel.: Empire 4-2581 (e) 85,352 Combined daily (me) 183,369	.42 Flat .56 Flat	(I) (UP, INS, NYHT) (J) (5¢, $1.50mo-d, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Deseret News Pub. Co. Mark E. Petersen Pres.-Pub. O. Preston Robinson, Gen. Mgr.	Wm. B. Smart (eep) O. Preston Robinson (e) Theron C. Liddle (me) Norman R. Bowen (ce)	George W. Ford (ne) Harold G. Miller (sp) Evelyn Sims Mazuran (we)			

NOTE: Completely independent and competitive newspapers are published by separate corporations, Kearns-Tribune Corporation and Deseret News Publishing Company. Newspaper Agency Corporation, as agent for both publishing companies, operates advertising, circulation, accounting and mechanical departments. Agency Corporation officers are: J. F. Fitzpatrick, president; Mark E. Petersen, vice-president; J. W. Gallivan, treasurer; and O. Preston Robinson, secretary.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
VERMONT									
BARRE 10,922 10,922-ABC-CZ	Times, 34 N. Main St., Tel.: GRanite 6-4181, 6-4182 or GR 6-8400 (e) 8,323 .08 Flat	(R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Barre Pub. Co. Alexander C. Walker, Pres.-Pub.	S. E. Billings (ed-eep) P. G. Angwin (ne)				Geo. J. Gladding (bm) Geo. J. Gladding (ram)	Geo. J. Gladding (pm)
BENNINGTON 8,002	Banner, 425 Main St., Tel.: 6300 or 2800 (e) 5,451 .08 Flat	(I-R) (AP) (5¢, 30¢w, $1.20mo) (Julius Mathews Special Agency, Inc.)	Bennington Banner, Inc. Frank E. Howe, II, Pub.	W. Arthur Grant (eep-e-me) Agnes Rockwood (ce)	Leonard U. Wilson (ne) Ed. Bowmaker (sp) Agnes Rockwood (we)	Frank E. Howe, II (gm) Alice Harwood (bm)	George E. Hadwen (ad-mga-ram) Margaret DeGeorge (cam)	G. E. Hadwen (apm) Laurence H. Barker (ms)	
BRATTLEBORO 11,522 (Town)	Reformer, Tel.: ALpine 4-2311 (e) 7,268 .10 Flat	(R) (AP) (5¢, 30¢w, $1.50mo) (Gilman, Nicoll & Ruthman)	Brattleboro Pub. Co. H. C. Rice, Pres.-Pub.	John S. Hooper (eep-e) Robt. L. Dubuque (me-ce)	Robt. Dubuque (ne) Ken Campbell (sp) Evelyn Frost (we)	Harold C. Allen (bm)	Harold C. Allen (ad) Leslie E. Snow (ram)	Joseph Dellamano (ms)	
BURLINGTON 33,155 42,844-ABC-CZ 45,992-ABC Par. 15	Free Press, 187 College St., Tel.: UNiversity 3-3441 (m) 30,169 .17 Flat	(I-R) (AP) (7¢, 40¢w, $1.50mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Free Press Ass'n George E. Little, Pres. David W. Howe, Pub.	Edward F. Crane (eep) Robt. E. Beaupre (Exec. ed) James Vincent (ce)	Walt Hickey (sp)	J. Warren McClure (bm) Frank J. Heinrich (cm) Urban L. Bergeron (com)	George R. Cruze, Jr. (am-ram) David W. Howe (mga) H. Moore Payette (cam)		
	News, 127 College St., Tel.: UN 4-4533 (e ex Sat.) 4,948 .09 Flat Sunday edition (S) 11,783 .11 Flat	(I) (UP) (5¢, 20¢S, 40¢w, $1.75mo) (Story, Brooks & Finley, Inc.)	Burlington Pub. Co., Inc. Wm. Loeb, Pres.-Pub.	Harry Holden, Sr. (eep) William N. Roesgen (me) Robert E. Cronin (ce)	John Cunavelis (sp) Gertrude Langlais (we)	A. W. Maiorana (gm) Richard P. Barker (bm) Robert E. Hergenrother (cm)	Kenneth F. Martin (ad)	Richard E. Campbell (ms) Karl Brisson (ms)	
MONTPELIER 8,599	Argus, 112 State, Tel.: CA 5-3191 (e) 4,995 .06 Flat	(R) (AP) (6¢. 30¢w) (Julius Mathews Special Agency, Inc.)	B. E. Atkins, Pub.	B. E. Atkins (e-me) Stanley L. MacPherson (ee)	Stanley L. MacPherson (ne) Henry Jurras (sp)	B. E. Atkins (gm-bm-cm)	Mrs. A. Charles Fernandez (ad-mga-ram-cam)		
NEWPORT 5,217 5,217-ABC-CZ	Express, 9 Central, Tel.: 707 (e) 4,146 .06 Flat	(I-R) (AP) (J) (5¢, 30¢w) (Ralph R. Mulligan)	Gilpin, Hunt & Co., Inc. Franz A. Hunt, Pres.	Franz A. Hunt (me) R. T. Albee (ce)	K. H. Hunt (ne) Aldemand Rousseau (sp) Gertrude Albee (we)	Franz A. Hunt (gm) Robert C. Hunt (bm) Jane Fournier (cm)	William Milo (mga-ram)	R. C. Hunt (apm) Roger Gilpin (ms)	
RUTLAND 17,659 17,659-ABC-CZ	Herald, 27 Wales St., Tel.: PR 5-5511 (m) 20,091 .14 Flat	(I-R) (AP) (7¢, 42¢w) (Gilman, Nicoll, & Ruthman)	Herald Association, Inc. Robert W. Mitchell, Pres.-Pub.	Robert W. Mitchell (e) Edward Schrifftgiesser (ce)	H. Hall Mattison (ne) Willard P. Dexter, Jr. (sp)	Leroy B. Noble (bm) Earle B. Fuller (cm)	L. B. Noble (mga) George W. Farrell (ram) Robert J. Potter (cam) Roger L. Albright (ad)		
ST. ALBANS 8,552 8,552-ABC-CZ	Messenger, 77 No. Main St., Tel.: 39 (e) 3,187 .06 Flat	(I) (UP) (INS) (7¢, 15¢S, 45¢w, $1.75 mo) (Story, Brooks & Finley, Inc.)	St. Albans Pub. Co. Wm. Loeb, Pres.-Pub.	Paul Rixon (e) Stanley Beauregard (ce)	Doug. Reed (sp)	Wm. J. Clack (gm) Leonard P. Ledoux (cm)	James Lawyer (mga) Wm. J. Clack (ram)	Dorman Burley (ms)	
ST. JOHNSBURY 7,370 7,370-ABC-CZ	Caledonian-Record, 25 Federal St., Tel.: PI 8-2367 (e) 5,199 .07 Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres.-Pub.	Lowell Smith (me)	Jack Dunne (sp)	Gordon Smith (bm)	William B. Roberts (ram)		
VIRGINIA									
ALEXANDRIA 61,787 81,683-ABC-CZ 91,388-ABC Par. 15	Gazette, 317 King St., Tel.: KI 9-0004 (e) 13,219	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Shannon & Associates, Inc.)	Alexandria Gazette Corp. C. C. Carlin, Jr., Pres.-Pub.	Chas. C. Carlin, Jr. (e) John Barton Phillips (eep) Ray Hatcher (me)	Medora M. Wolfe (ne) Eddie Crane (sp) Gwen Dobson (we)	Lewis A. Stearman (gm-bm) L. R. Bridgsforth (cm)	J. L. Reenstierna (ad) Robt. Jordan (mga-ram) Mrs. Helen Young (cam)	R. O. Stryke (ms)	
ARLINGTON 135,449-ABC-CZ	Northern Virginia Sun, 3409 Wilson Blvd., Zone 1, Arlington, Va., Tel.: JA 4-3000 (e) 11,067 .... Combined (e) Gazette 24,286 .20 Flat N.V. Sun	(I) (AP, INS) (5¢, $1.10mo) (Shannon & Associates, Inc.)	Clayton Fritchey, Pub. Arnold Sagalyn, Asst. Pub.	Philip M. Stern (e) William Reddig (me)	James Tucker (sp) Mary Youry (we)	Wiley D. Bly (cm)	John S. Beckhan (ad)		
	*Classified as urban under special rule.								
BRISTOL 16,771 In Tenn. 15,954 In Va. 37,592-ABC-CZ 43,056-ABC Par. 15	Herald Courier, 23 Moore St., Tel.: North 4640 (m) 20,594	(I) (AP)	Bristol, H. C. Pub. Corp. T. Eugene Worrell, Pres.-Pub. Herman Giles, Vice-Pres.	James Baxley (e) Dick McCaffrey (me)	Gene Thompson (sp) Lillian Childress (we)		Donald White (ad) Bob Winebarger (mga) W. L. Clark (ram) Scott Smith (cam)	L. H. Solomon	
	Virginia-Tennessean (e) 7,098 .... Combined daily (me) 27,692 .18 Flat Herald Courier (S) 25,281 .18 Flat	(I) (INS, UP) (5¢,25¢S, 45¢w-dS, $1.25mo-d $1.75mo) (General Advertising Service, Inc.)	Bristol Independent Pub. Corp. T. Eugene Worrell, Pres.-Pub. Herman Giles, Vice-Pres.	Roy Elkins (me) Ken Johnson (ce)		John H. Hudson (cm)			
			The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows: Carmage Walls, Chairman of the Board; T. Eugene Worrell, President; Herman Giles, Vice-President; Leonard Hall, Secretary; Joe Beach, Assistant Secretary and Treasurer.						
CHARLOTTESVILLE 25,969 25,969-ABC-CZ	Progress, 409 E. Market St., Tel.: 2-9111 (e) 15,135 .11 Flat	(I-D) (AP) (5¢, 30¢w) (Gallagher-DeLisser, Inc.)	Partnership, C. E. Lindsay, N. L. Faville and E. L. Paxson C. E. Lindsay, Pub.	C. R. Babcock (e) Lindsay Mount (me)	Chris Cramer (sp) Anita B. Black (we)	J. W. Gentry (gm) J. D. Holland (cm)	W. R. Noud (ad) C. E. Lindsay (mga)		
CLIFTON FORGE 5,795	Review, 419 E. Ridgeway, Tel.: CF 2139 (e) 2,575 .05 Flat	(I) (AP) (J) (5¢, 30¢w)	Clifton Forge Review, Inc. Jack B. Thompson, Pres.-Pub.	Jack B. Thompson (e)	Bob Deaton (sp) Mrs. H. R. Topping (e)	Jack B. Thompson	Buck Bayne (ad)	Clarence W. Pursley (ms)	
COVINGTON 5,860 11,684-ABC-CZ	Virginian, 311 Bridge St., Tel.: 2-2121 (e) 7,133 .06 Flat	(I) (AP) (5¢, 30¢w) (Gallagher-De Lisser, Inc.)	Covington Virginian, Inc. Mrs. C. P. Beirne, Pres.	James Echols (e) Douglas Smith (me)	Elliott Sopkin (ne-sp) Mrs. Alice Persinger (we)	Richard F. Beirne, Jr. (gm-bm) W. I. Smith (cm)	Gay Arritt (ad) J. M. Watts (ram) Miss Mary Lamb (cam)	William Pendleton (ms)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DANVILLE 35,066 47,502-ABC-CZ 55,676-ABC-Par. 15	Register (m ex Mon.) 10,848 Bee (e) 14,888 Combined daily (me) 25,736 Register (S) 20,014 Evening & Sunday (eS) 34,902	.... .16 .... .17	.... Flat .... Flat	(D) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Geo. A. McDevitt Co., Inc.)	Register Pub. Co., Inc. Mrs. E. Stuart James Grant, Pres. Walter L. Grant, Pub.	W. Marion Saunders (e-R) G. Tetley (e-B) W. E. Christianson (me-B) James Bushong (me-R) Arlon Johnson (ce-B) W. N. Vernon (ce-R)	W. N. Vernon (ne-R) Julian Adams (ne-B) Nick Andrews (sp) Mary Prillaman (we)	A. A. Farley (gm-bm) R. W. Douglas (cm)	J. R. Browder (ad-mga-ram) E. H. Carter (cam)	V. E. Wilkerson (ms)
FREDERICKSBURG 12,158 17,788-ABC-CZ	Free Lance-Star, 303 William St., Tel.: ES 3-5000 (e) 10,166	.09	Flat	(I) (AP) (5¢, 30¢w) (Gallagher-De Lisser, Inc.)	Free Lance-Star Pub. Co. Charles S. Rowe, Pres.-Pub. Josiah P. Rowe, III Co.-Pub.	Charles S. Rowe (e-me) James P. McKnight (ce)	Earle M. Copp, Jr. (sp) Mrs. Marilyn T. Muse (we)	Josiah P. Rowe, III (gm) Lewis L. Duckwall (cm)	Perry A. Thompson (ad) Evelyn S. Burton (cam)	Josiah P. Rowe, III (ms)
HARRISONBURG 10,810 10,810-ABC-CZ	News-Record, 231 S. Liberty, Zone 1, Tel.: 4-7346 (m) 14,665	.11	Flat	(I) (AP) (5¢, 25¢w, 90¢mo) (Gallagher-De Lisser, Inc.)	Rockingham Pub. Co. H. F. Byrd, Jr., Pres.-Pub.	D. Lathan Mims (eep) W. S. Reilly (me)	Vincent Reilly (sp) Ethel M. Lucas (we)	D. Lathan Mims (gm) Alice Kline (cm)	Fredric A. Amburn (ram) Ruth Stultz (cam)	Harry Slaven (ms)
HOPEWELL 10,219 63,324-ABC-CZ 73,728-ABC Par. 28	News, Tel.: 3-1323 (e ex Sat.) 4,201	.07	Flat	(I) (UP) (J) (5¢, 25¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	A. Robbins, Jr., Pub.	A. Robbins, Jr. (eep-e) Cordelia Robbins (me) Philip Robbins (ce)	Granville L. Bilyev (sp) Mrs. Ruth Shuey (we)	Ross G. Miller (bm) Fred Roscher (cm)	O. O. Rollins (ad-mga) W. E. Alderson (ram) John Shevlin (cam)	Ross G. Miller (pm) H. H. Riddle (ms)
	*Advertising sold only in combination with the Petersburg Progress-Index, rate. .15 flat. See Petersburg listing.									
LYNCHBURG 47,727 55,287-ABC-CZ 60,257-ABC Par. 15	News, 857-63 Church St., Tel.: 3-1323 (m) 16,476 Advance (e) 16,926 Combined daily (me) 33,402 News (S) 25,591 Evening & Sunday (eS) 42,517	.... .16 .... .18	.... Flat .... Flat	(I-D) (AP) (5¢, 15¢S, 30¢w-e, 35¢w-mS) (Ward-Griffith Co., Inc.)	Carter Glass & Sons, Pubs. (partnership)	Robert C. Glass (e-N) Philip L. Scruggs (e-A) Peyton B. Winfree, Jr. (me) A. T. Gunn (ce-N) David W. Wright (ce-A)	Ted Thompson (ne-N) H. L. Johnson (ne-A) Ray Lovenbury (sp-N) Milton Apperson (sp-A) Mrs. Martha Adams (we-N) Mrs. Elizabeth Young (we-A)	Carter Glass, III (gm) Thomas R. Glass (asst. gm) Clyde L. White (bm) W. E. Messick (cm)	J. R. McCraw (mga) A. L. Adams (ram) L. A. Crickenberger (cam)	M. P. Tanner (ms)
MARTINSVILLE 17,251 17,960-ABC-CZ	Bulletin, 204 Broad St., Tel.: 2133 (e ex Sat.) 11,058 Sunday edition (S) 10,195	.10 ..... .10	Flat ..... Flat	(I-D) (AP) (5¢, 10¢S, 35¢w, $1.55mo) (Gallagher-De Lisser, Inc.)	Martinsville Bulletin, Inc. R. H. Haskell, Jr., Pres.-Pub.	K. L. Thompson (e) K. R. Noble (me)	R. D. Hudson (sp) Helen Black (we)	W. R. Martin (gm) Marvin Goins (cm)	Fred A. Robertson (mga) J. Newton Poindexter (ram) Al. Krupski (cam)	E. H. Baldwin (ms)
NEWPORT NEWS-~~HAMPTON~~-~~WARWICK~~ 13,227 13,227-ABC-CZ	Press, 215 - 25 St., Tel.: 7-1231 (m ex Sat.) 32,198 Sat. Morning 29,293 Times-Herald (e ex Sat.) 32,870 Sat. Evening 31,478 Combined daily (me) 65,068 Press (S) 50,914 Evening & Sunday (eS) 83,784 Morning & Sunday (mS) 83,112	.... .31 ..... .24 ..... .36 ..... .36	.... Flat ..... Flat ..... Flat ..... Flat	(I-D) (AP) (NYHT) (5¢, 15¢S, 30¢w-e, 40¢w, m&S, $1.75 mo-m &S, $1.30 mo-e, 65¢ mo-S) (Sawyer-Ferguson-Walker Co.)	Daily Press, Inc. William R. Van Buren, Pres. Mrs. Dorothy R. Bottom, V. P.	Fred N. Naff (eep-DP) Wm. M. Harrison (eep-e-TH) Mrs. Dorothy R. Bottom (e-DP) Howard E. Lee (me-DP) Matthew T. Fulgham (ce-DP) Louis F. Bain (ce-TH)	W. R. Van Buren (ne) Howard E. Lee (Su) Chas E. Karmosky (sp-DP) G. Edward Travis (sp-TH) Mrs. Margaret P. Flanagan (we)	Mrs. Dorothy R. Bottom (bm) Robt. B. Smith (gm) O. W. H. Moody (cm) A. A. Brown (comp.)	A. F. Colonna (ad-ram) James D. Cherry (mga) Frank Thieme (cam)	Ramon Judkins (ms)
NORFOLK-~~PORTSMOUTH~~-~~NORFOLK~~ *252,605 (N) 80,039 (P) 10,434 (SN) 385,111-ABC-CZ 468,326-ABC-Par. 15	Virginian-Pilot, 150 W. Brambleton Ave., Norfolk, Zone 1, Tel.: MA 5-1431 (m) 109,571 Ledger-Dispatch & Star (e) 96,385 Combined daily (me) 205,956 Virginian-Pilot & Star (S) 143,280 Evening & Sunday (eS) 239,665	.... .65 .... .70	.... Flat .... Flat	(I) (AP, INS, NANA) (ROP-3) (5¢, 20¢S, 30¢w-d, 50¢w-d&S) (The John Budd Co.	Norfolk-Portsmouth Newspapers, Inc. P. S. Huber, Jr. Pres. Frank Batten, Pub.	Lenoir Chambers (e-vp) Joseph Leslie, Jr., (e-LD) Ralph K. T. Larson (me-VP) Thos. A. Hanes (me-LD) Jos. Bobbitt (ce-VP) Chas. Reilly (ce-LD)	Sidney L. Griffin (ne-VP) J. E. Shank (ne-LD) Robert Smith (Su) Wm. N. Cox (sp-VP) Turner Dozier (sp-LD) Richard Cobb (we-VP) Mrs. Marion Dobson (we-LD)	T. E. Roberts (cm) H. E. Eisenbeiss (com)	Ellis L. Loveless (ad) Stanley Leonard (mga) James E. Simmons (ram) W. S. Davis (cam)	John W. Diederich (rd) Jas. Nolan (pm) Maurice Bennett (apm) A. T. Gormley, Jr., (Asst. Vice-Pres.-Production) Walker Young (prod. mgr.)
	*Includes Territory Annexed Jan. 1, 1955.									
	Portsmouth Times (e) 11,901† Sunday edition (S) 11,901†	.12 ..... .12	Flat ..... Flat	(I) (AP, INS) (5¢, 15¢S, $1.75mo)	Portsmouth Newspapers, Inc. A. A. Bangel, Pres. John W. Bloomer, Pub.	Robert R. Barber (e) Dave P. Glazer (me)	Bill Leffler (sp) Katheryne Hilliard (we)	M. H. Glazer (gm) J. C. Irwin (bm) L. M. Palmer (cm)	Thomas F. Bie (ad) Elsie V. Carpenter (mga) Elwood R. Major (ram) Jewel R. Flynn (cam)	T. F. Bie (pm) M. D. Brownley (ms)
	†Sworn Oct. 20, 1956.									
PETERSBURG 35,054 63,324-ABC-CZ 73,728-ABC Par. 15	Progress-Index, Tel.: Regent 2-3456 (e) 17,743 Sunday edition (S) 17,846 Evening & Sunday (eS) 35,589 Progress-Index and Hopewell News (e ex Sat.) 21,955 (eS) 22,058	..... .12* ..... .12* .... .12 .12	..... Flat ..... Flat .... Flat Flat	(I-D) (AP, INS) (5¢, 15¢S, 40¢w, $1.80 mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Petersburg Newspaper Corp. Geo. H. Lewis, Jr., Pres.-Pub.	Edw. A. Wyatt (e) J. Curtis Lyons (me) W. Howard Eanes (ce)	Jack Fulp (ne) Herbert G. Turner (Su) Hubert C. Tillery (sp) Virginia Wells (we)	George H. Lewis, Jr. (gm) J. Edw. Inge (cm)	Henry T. Blankenship (ad) Harold E. Suter (mga) L. N. Shelley (ram) Geo. N. Clarke (cam)	Harold E. Suter (pm) Henry T. Blankenship (apm) John B. Casey (ms)
	*Advertising sold separate in Petersburg Progress Index only @ .12, or in combination with Hopewell News @ .15.									
PORTSMOUTH	See Norfolk-Portsmouth-South Norfolk.									
PULASKI 9,202 9,202-ABC-CZ	Southwest Times, N. Washington Ave., Tel.: 2-1161 (e ex Sat.) 4,775 Sunday edition (S) 4,886	.08 ..... .08	Flat ..... Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S) (General Adv. Service, Inc.)	Southwest Times, Inc. Dan J. Rooker, Pub.-Pres.	Dan J. Rooker (e)	Mrs. Tom Combitts (we)	C. A. Shufflebarger (bm) Mrs. Earle C. Shufflebarger (cm)	F. VanAntwerp (ad) Miss Charles Wainwright (cam)	I. Bert Johnson (ms)
RADFORD 9,026	News Journal (e ex Sat. and Sunday) 3,635	.07	Flat	(I) (AP) (6¢, 30¢w)	Godfrey W. Stancill, Pres.-Pub.	Godfrey W. Stancill (eep-e) John H. Thompson, Jr. (me)	Betty Kirby (ne) Reba Jordan (we)	Godfrey W. Stancill (gm) Charles Hurst (bm)	Charles Hurst (ad) Susan Davis (cam)	Lindsay Brookman (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
RICHMOND	Times-Dispatch, 110 N. 4th St., Zone 13, Tel.: MI 4-1851										
230,310 287,660-ABC-CZ	(m) 132,690	.51	Flat	(I) (AP, CDN)		Richmond Newspapers, Inc. D. Tennant Bryan, Pres.-Pub. Alan S. Donnahoe, V.P.-Asst. to Pub. James L. Stott, V.P.	Virginius Dabney (eep-TD) J. J. Kilpatrick (eep-NL) John H. Colburn (me-TD) Chas. H. Hamilton (me-NL) F. J. McDermott (ce-TD) John E. Leard (ce-NL)	Clarke Bustard (Su-TD) Chauncey Durden (sp-TD) Laurence Leonard (sp-NL) Mrs. Ernest Edinger (we-TD) Sylvia Costen (we-NL)	James L. Stott (bm) I. Newman Leadbetter (cm) W. F. Robertson (com)	Richard S. Stephenson (ad) Forest G. Bogan (mga) Harry E. Judges (ram) H. W. Richardson (cam)	A. S. Donnahoe (rd)
	News Leader (e)	107,671	.50	Flat	(I) (AP) (5¢, 15¢S, 30¢w-d, 40¢w-d &S) (Sawyer-Ferguson-Walker Co.)						
	Times-Dispatch (S)	183,519	.55	Flat							
	Combined daily (me)	240,361	.65	Flat							
	Evening & Sunday (eS)	291,190	.75	Flat							
	Morning & Sunday (mS)	316,209	.76	Flat							
	Combined (meS)	423,880	.95	Flat							
ROANOKE	Times, 201 W. Campbell Ave., Tel.: Diamond 4-3211										
91,921 125,109-ABC-CZ	(m) 47,359	.....	.....		(I) (AP, NANA, NYHT, WNS) (5¢, 15¢S, 40¢ w-m&S or e&S, $1.75mo) (Sawyer-Ferguson-Walker Co.)	Times-World Corp. M. W. Armistead, III (Pres.-Pub.)	J. M. Orndorff (eep-T) M. Carl Andrews (eep-WN) Barton W. Morris, Jr. (exec-e) Norwood C. Middleton (me-T) Horace Hood, III (asst. me-T) W. C. Stouffer (me-WN) A. G. Smith (ce-WN)	C. B. Thornton (ne-WN) C. R. Hughes (sp-WN) Harold Wimmer (sp-T) Mary Bland Armstead (we-WN) Phyliss Moir (we-T)	Shields Johnson (gm) G. G. Bent, Jr. (cm) R. H. Wills (Treas)	A. L. Wimmer (mga) G. A. Smith, Jr. (ram) R. F. Turner (cam)	Thornton M. Tice (pm)
	World-News (e)	43,365	.....	.....							
	Combined daily (me)	90,724	.33	Flat							
	Times (S)	85,764	.33	Flat							
STAUNTON	News-Leader, 11-13 N. Central Ave., Tel.: TUxedo 6-6266										
19,927 20,378-ABC-CZ 24,038-ABC Par. 15	(m ex Mon.)	7,159	.....	.....	(I-D) (AP) (5¢S, 25¢w, $1mo) (Gallagher-DeLisser, Inc.)	Staunton Leader Pub. Co., Inc. E. Walton Opie, Pub.	E. Walton Opie (eep-NL) E. Lewis Knowles (e-me-L) Robert M. Weintraub (ce-L) Harry C. Blank (ce-NL)	.....	H. L. Opie, Jr. (gm) John M. Riddle (cm)	Rowland Threlkeld (ad) Mrs. Chas. K. Brown (mga)	.....
	Leader (e)	6,182	.....	.....							
	Combined daily (me)	13,341	.10	Flat							
	News Leader (S)	8,416	.10*	Flat							
	Evening & Sunday (eS)	14,598	.10*	Flat							

*Sunday rate includes insertions in Saturday or Monday evening editions.

NOTE: Evening Leader to be published Monday through Friday (no Sat.) and Morning News-Leader to be published Sunday only beginning Jan. 18, 1958. Morning paper discontinued.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
STRASBURG	Northern Virginia Daily, Tel.: 4 or 202										
2,022 2,249-Sp. Cen. '52 14,801 (Warren Co.)	(m)	8,446	.08	Flat	(I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Shenandoah Publishing House, Inc. E. E. Keister, Pres.-Pub.	Donald Scott (eep-e-me) Ray Heishman (ce)	Ray Heishman (ne) Mrs. Mary Townes (we)	Jas. J. Crawford (gm-bm) Mrs. Estelle Johnson (cm)	Louis J. Pike (ad-mga-ram) Estelle Johnson (cam)	C. S. McCarty (ms)
SUFFOLK	News-Herald, Tel.: 3437										
12,339 18,340-ABC-CZ	(e ex Sat.)	6,707	.07	Flat	(I) (AP) (5¢, 10¢S, 35¢ w) (Gallagher-De Lisser, Inc.)	Suffolk News Co., Inc. W. J. Missett, Pres.-Pub.	W. J. Missett (e) Ira E. Moore (me-ce)	Ira E. Moore (ne) Mrs. Mary Stott (we)	W. J. Missett (gm-bm) A. L. Grant (cm)	Robert T. Naylor (ad-mga-ram) Mrs. Margaretta Smith (cam)	W. J. Missett (pm) R. T. Piland (ms)
	Sunday edition (S)	6,723	.07	Flat							
WAYNESBORO	News Virginian, 544 W. Main St., P. O. Box 520, Tel.: WH 2-8215										
12,357 12,357-ABC-CZ 16,000 Loc. Est.	(e)	8,180	.075	Flat	(I-D) (AP) (5¢, 25¢w)	Waynesboro Pub. Corp. Louis Spilman, Pres.	Louis Spilman (e) Edw. P. Berlin, Jr. (me)	John Hannen (sp) Thelma L. Smith (we)	Louis Spilman (gm) W. B. Spilman (bm) J. R. Trent (cm)	W. C. Loomis, Jr. (ad) Mrs. R. F. Ergenbright (cam)	W. B. Spilman (prod. mgr.)
WINCHESTER	Star										
13,841 13,841-ABC-CZ	(e)	9,299	.08	Flat	(D) (AP) (5¢, 20¢w, 80¢mo) (Gallagher-DeLisser, Inc.)	Star Pub. Co. H. F. Byrd, Jr., Pres.-Pub.	H. F. Byrd, Jr. (eep-e) Eugene P. Miller (me) Douglas O'Connel (ce)	Charles Tait (sp) Miss Bobbie Conrad (we)	H. D. Koontz (bm) G. S. Miller (cm)	H. D. Koontz (ad-mga)	George Lutz (ms)

WASHINGTON

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN	World, 201 E. Market St., Tel.: 4000										
19,653	(e)	16,875	.11	Flat	(R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Grays Harbor Pub. Co. W. A. Rupp, Pres.-Pub.	W. A. Rupp (eep-e) E. Van Sycle (exec.e) Edward Stanley (me) Adrian Fredericksen (ce)	Edward Stanley (ne) Robert G. Thompson (sp) Primrose Rupp Foelkner (we)	W. A. Rupp (gm) P. P. Foelkner (bm) Earl R. Thygeson (cm)	Webster M. Ruble (ad-ram) Peter Foelkner (mga) C. Bonebrake (cam)	Webster M. Ruble (pm-apm) Emil Yuni (ms)
ANACORTES	American Bulletin*, 6th & Q Sts., Tel.: CY 3-2600										
6,919	(e ex Thur. and Sat.)	3,075	.07	Flat	(I) (AP) (J) (5¢, 90¢ mo) (none) (Thurs. 10¢)	Anacortes American Wallie Funk & John Webber, Co-Pubs.	Wallie Funk (eep-e) George Geasey (me) Patricia Baxter (ce)	Wallie Funk (sp) Faith Paddock (we)	John Webber and Wallie V. Funk (gm) John Webber (bm)	John Webber (ad-mga) Art Olsen (ram) Charlene Robinson (cam)	Robert Fader (ms)
	*Weekly Issue, "American" pub. Thursday Evenings.										
BELLINGHAM	Herald, Tel.: 3900										
34,112 36,186-ABC-CZ	(e ex Sat.)	18,972	.13	Flat	(R) (AP, UP) (7¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Bellingham Pub. Co. Byron D. Scott, Pres. Member Perkins Press	W. C. Carver (eep-e) B. H. Sefrit (ee-me) William Fowler (ce)	Wallie Lindsley (sp) Mrs. Sam Rugg (we)	C. L. Sefrit (gm)	Norris Adams (am-mga) William Wetherell (ad) Dick McKinney (cam)	Frank Tack (pm)
	Sunday edition (S)	19,364	.13	Flat							
BREMERTON	Sun & News Searchlight, 545 Fifth St., Tel.: ESsex 7-3711										
27,678 42,275-ABC-CZ	(e)	21,428	.13	Flat	(I) (AP, UP) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	Bremerton Sun Pub. Co.	Julius Gius (e) Robert Sutton (ce)	Fred B. Harrell (ne) Robert Torseth (sp) Julia Macdonald (we)	Alex F. Ottevaere (bm) Stanley L. Morris (cm)	Jack M. Banks (ad-ram) H. James Preston (mga) Arland Loften (cam)	Robert E. Hedman (ms)
CENTRALIA-CHEHALIS	Chronicle, Pearl & Maple, Centralia, Tel.: PErshing 6-3311; 964 Pacific Ave., Chehalis, Tel.: SHerwood 8-3311										
8,657 Centralia 5,639 Chehalis 17,003-ABC-CZ	(e)	10,146	.08	Flat	(R) (AP) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	The Daily Chronicle, Inc. John B. Edinger, Pres.-Pub.	John B. Edinger (eep-e) E. J. Olson (ce)	E. J. Olsen & V. B. Noel (ne) Orville Boyington (sp) Geneva Taylor (we)	John B. Edinger (gm-bm) Joe Van Der Hoeff (cm)	E. G. Judson (ad-mga-ram) Paul Schiller (cam)	E. G. Judson (pm-apm) L. H. Sutherland (ms)
ELLENSBURG	Record, 401 N. Main, Tel.: WOodland 2-1414										
8,430 9,379-ABC-CZ	(e)	4,040	.065	Flat	(I R) (AP) (5¢, 25¢w, $1mo) (West-Holliday Co., Inc.)	The Record Press Inc. J. Clifford Kaynor, Pres. & Pub.	J. Clifford Kaynor (eep) Leo Handley (me-ce)	Jay Becker (sp) Pearl Howard (we)	Howard Kaynor (gm-bm) Martell Belnap (cm) Lois Taylor (com)	Frank Taylor (ad) George Gross (ram) E. Baker (cam)	George Gross (apm) Duane Kolmodin (ms)
EPHRATA	Grant County Journal, 116 Division, Tel.: SK 4-4636										
8,000	(e)	4,214	.07	Flat	(I-D) (UP) (5¢, $1.00 mo) (none)	John J. & James H. Simpson, Pubs.	Les Parr (eep-e) James Simpson (me)	Ron Sisson (ne) K. N. Simpson (we)	James Simpson (gm) Selma Therriault (bm) Mrs. Jack Roeder (cm)	John Simpson (ad) R. C. Sutherland (ram)	Dick Sutherland (pm) G. S. McCurdy (ms)
EVERETT	Herald, 2939 Colby Ave., Tel.: BAyview 4171										
33,849 43,745-ABC-CZ 46,477-ABC Par. 15	(e)	27,829	.14	Flat	(I) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Daily Herald Co. Robert D. Best, Pres.-Pub.	Robert D. Best (e) A. M. Glassberg (me) Lloyd Spence (ce)	Brian Corcoran (sp)	Robert D. Best (gm) Ray C. Scheldt (bm) L. F. Helander (cd) Fred B. Baker (cm)	L. L. Austin (ram)	Robert D. Best (pm) L. L. Austin (apm)
LONGVIEW-KELSO	News, Broadway & 12th, Tel.: HAmilton 5-1600										
20,339 Longview 7,345 Kelso 34,357-ABC-CZ 38,750-ABC Par. 15	(e)	17,527	.11	Flat	(I-R) (AP, UP) (J) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Longview Pub. Co. J. M. McClelland, Pres. J. M. McClelland, Jr. Pub.	J. M. McClelland, Jr. (eep-e)	J. Carlton Moore (exec. ne) Dan McDonough (ne) Hugh Davies (sp) Agnes Staggs (we)	R. M. Anderson (bm) Dale Drake (cm)	R. M. Anderson (ad) Robert R. Clark (ram) Stanley Fagerstrom (cam)	R. M. Anderson (pm) L. W. Walstead (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOSES LAKE 2,679 11,784 (State Cen. '57)	Columbia Basin Herald, 801-805 W. Third Ave., Tel.: ROckwell 5-4561 (e ex Sat.) 5,994 .08	Flat	(I) (AP) (5¢, $1mo.) (West-Holliday Co., Inc.)	Columbia Basin Herald, Inc. Ned Thomas, Pres. Ned Thomas & Gilbert Kaynor, Co-Pubs.	Ned Thomas (e-eep)	Al Smith (ne) Dale McKean (sp) Ethyl Marie Greeley (we)	Gilbert Kaynor (bm) Oscar DeSoto (cm)	Gilbert Kaynor (mga) V. C. Olsen (ram) Ray Trask (cam)	Harold Schemp (ms)
MOUNT VERNON 5,230	Skagit Valley Herald, Tel.: EDgewater 6-3181 (e) 5,912 .08*	Flat	(I-R) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	M. D. Glover, Pub.	M. D. Glover (eep-e) Don Keown (me)	Don Keown (sp) Beverly Ringhouse (we)	M. D. Glover (gm) Marvin Davis (cm)	Wallace Donker (ad-mga-ram) Lillian Hoover (cam)	W. G. Donker (apm) Norman Andrew (ms)
	*Comb. rate with weekly. Mount Vernon Advertiser Thursdays .04 extra per line—15,000 free distribution.								
OLYMPIA 15,819 20,470-ABC-CZ	Olympia, P. O. Box 307, State Ave. At Capitol Way, Tel.: FL 7-3331 (e ex Sat.) 11,757 .10 Sunday edition (S) 11,961 .10	Flat Flat	(I-R) (AP, UP) (J) (5¢, 10¢S, $1.50mo-d&S) (West-Holliday Co., Inc.)	Daily Olympian Inc. Member Perkins Press Stuart C. Frazier, Pres.	Marshall Hunt (eep-e-me)	Richard Lawrence (ne) Wm. G. Knight (sp) Louise Manning (we)	J. M. Britten (bm) Fred Gilman (cm)	Floyd Townsend (mga-ram) Jacob Emry (cam)	.....
PASCO-KENNEWICK-RICHLAND 10,226—Pasco 10,106—Kennewick 21,809—Richland 48,133-ABC-CZ 56,217-ABC Par. 15	Columbia Basin News, 307 W. Columbia, Pasco, Tel.: LIberty 7-7576 (m) 11,409 .11*	Flat	(I) (UP) (5¢, $1.25 mo) (Gilman, Nicoll & Ruthman)	Columbia Basin Pub., Inc. Howard W. Parish, Pres.	Paul Busselle (eep) Melvin B. Voorhees (e) Ted Van Arsdol (ce)	Gil Lyons (ne) Charles Van Sickel (sp) Geneva Newell (we)	Paul E. Lee (gm) Gordon I. Hanna (cm)	Alex G. Adams (mga) J. M. Osburn (ad) A. K. Aman (cam)	Lloyd Mylerberg (ms)
	*Any advts. in regular issue of the News may be repeated in News-Shopper (Thurs.); extra per line .05; circulation 21,891.								
	Tri-City Herald, P. O. Box 692, Pasco, Tel.: JUstice 2-5151 (Kennewick) (e ex Sat.) 14,275 .12 Sunday edition (S) 14,947 .12	Flat Flat	(I) (AP) (J) (5¢, 10¢S, $1.65mo-d&S) (none)	Scott Pub. Co., Inc. R. F. Philip, Pres. Glenn C. Lee, Pub.	Donald A. Pugnetti (e-me)	Bill Bequette (ne) Erwin (Gil) Gilmore (sp) Ursula Williams (we)	R. C. Galbraith (bm) Eldon Smith (cir. dir.)	Jack W. Gillis (ad-mga-ram) Gordon Moen (cam)	R. C. Galbraith (rd-pm) Larry Benjamin (ms)
PORT ANGELES 11,233 11,233-ABC-CZ	News, 120 S. Lincoln, Tel.: GL 7-2345 (e) 6,420 .08	Flat	(I) (AP) (J) (10¢, $1.50 mo) (F. A. Bartlett)	Port Angeles Evening News (Inc.) C. N. Webster, Pres.-Pub.	C. N. Webster (e)	.....	George Buck (gm) Allen Matthews (cm)	John Schweitzer (ad)	Mack W. Campbell (ms)
SEATTLE 467,591 675,699-ABC-CZ 721,000-ABC Par. 15	Journal of Commerce and Construction Record, Tel.: ELliott 1177 (m) 5,226 .14	Flat	(I) (UP) (J) (10¢, $2.85 mo) (none)	Daily Journal of Commerce, Inc. L. J. Brown, Pres.-Pub M. E. Brown, Co-Pub.	M. W. Bean (eep-me) Leslie J. Brown (e) Boyd Burehard (ce	John Impola (ne)	M. E. Brown (gm-bm) Grace McBride (cm)	N. J. Curran (ad-mga-ram)	Norman Sanderson (ms)
	Post-Intelligencer, 6th at Wall St., Zone 11, Tel.: MAin 2000 (m) 193,329 .61 Sunday edition (S) 254,775 .67	Flat Flat	(I) (INS, AP) (5¢, 20¢S, $2.00mo d&S) (Hearst Advertising Service)	Hearst Pub. Co. C. B. Lindeman, Pub. R. A. Hearst, Pres.	N. Jones (eep) Ed Stone (me) B. Jacobsen (ce)	H. H. Page (ne) Ray Colvin (Su) Royal Brougham (sp) Marion Stixrood (we)	O. W. Merritt (bm) H. W. Hailey (cm)	A. L. Brock (ad) Lang Goodwin (mga) Dan Starr (ram) J. Thomas (cam)	N. T. MacNeil (pm)
	Times, Fairview Ave. N. & John St., Zone 11, Tel.: Main 0300 (e ex Sat.) 213,423 .63 Saturday edition (Sat.) 200,578 .63 Sunday edition (S) 246,048 .64	Flat Flat Flat	(I) (AP, CDN, NANA, UP, CT-NYN, NYT, (RN) (*S) (5¢d, 20¢ S, $1.35mo-d, $2.00 mo-d&S) (O'Mara & Ormsbee, Inc.)	Seattle Times Co. Elmer E. Todd, Chairman of Board F. A. Blethen, Pres. J. A. Blethen, Vice-Pres. W. K. Blethen, Pub.	Ross Cunningham (eep) R. L. McGrath (me) Henry MacLeod (ce)	Leo Sullivan (ne) Chester Gibbon (Su) Georg N. Meyers (sp) Dorothy Brazier (we)	H. H. Cahill (gm) W. J. Pennington (bm) J. A. Grant (cm)	R. W. Young (ad. mgr.) W. B. Stuht (asst. ad. mgr) A. O. Windell (mga) John Sciarrino (ram) L. P. Jenkins (cam)	Harold R. Barr (r mgr)
SPOKANE 161,721 192,647-ABC-CZ 223,127-ABC Par. 15	Chronicle, Zone 10, Madison 4-3321 or 4-1121 (e) 76,898 ..... Spokesman-Review (m) 92,699	....	(I) (AP, UP) (10¢, 40¢w)	Spokane Chronicle Co. W. H. Cowles, Pres.	H. C. Cleavinger (me) Gordon H. Coe (ce)	Bob Johnson (sp)			
	Chronicle and Spokesman-Review (me) 169,597 .58 Spokesman-Review (S) 144,122 .54 Evening and Sunday (eS) 221,020 .66	Flat Flat Flat	(I-R) (AP, CT-NYN) (10¢, 20¢S, 40¢w, 50¢w-m&S) (Paul Noble (Seattle), and Cresmer & Woodward, Inc.)	Cowles Pub. Co. W. H. Cowles, Pres.-Pub.	James L. Bracken (me) Seabury M. Blair (ce)	Bill Boni (sp)	G. P. Swanson (bm) E. E. Clark (circ. dir.)	N. P. Scott (mga) W. A. Jaehn (cam) R. E. West (ram)	V. H. Davey (pm-apm-rd) Donald G. Scott (ms)
TACOMA 143,673 188,737-ABC-CZ	News-Tribune, Zone 1, Tel.: Broadway 2121 (e) 83,446 .29 Ledger (S) 76,257 .29 Evening and Sunday (eS) 159,703 .47	Flat Flat Flat	(I) (AP, NANA, ONA) (5¢, 20¢, $2.00mo) (Sawyer-Ferguson-Walker Co.)	Tribune Pub. Co. Frank S. Baker, Pres.-Pub.	J. Ernest Knight (e) Frank M. Lockerby (exec. e)	Dan Walton (sp) Marcia Shannon (we)	Geo. F. Russell (bm) Elbert H. Baker, II (cm)	Harry J. Lynch (ad) Norris E. Inveen (mga) Virgil Langdon (ram) Ralph M. Rosenberg (cam)	Robert Lyte (pm) Chas. H. Purdy (ms)
VANCOUVER 41,664 58,872-ABC-CZ 60,541-ABC Par. 15	Columbian & Sun. 701 W. 8th, Tel.: Oxford 4-3391 (e ex Sat.) 18,337 .12	Flat	(I) (AP) UP) (5¢, $1.25 mo) (Ward-Griffith Co., Inc.)	Vancouver Evening Columbian, Inc. Ann Boyd Campbell, Pres. Ray Bachman, Pub.	Ray Bachman (eep-e) Jack Campbell (exec. e) E. O. Rieger (me)	Ralph Fisher (sp) Jessie Rody (we)	Don Campbell (gm) George Coover (cm)	Delbert Jackson (ad) Robert McCain (mga) Robert Neal (ram) Elizabeth Purviance (cam)	E. C. Newton (ms)
WALLA WALLA 24,102 34,274-ABC-CZ	Union-Bulletin, First & Poplar Sts., Tel.: JA 5-3300 (m ex Mon.) 5,083 ..... Union-Bulletin (e) 11,552 ..... Combined daily (me) 16,635 .12 Sunday edition (S) 16,150 .12	.... Flat Flat	(I) (AP) (J) (5¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Walla Walla Union Bulletin, Inc. Donald Sherwood, Pres. Frank G. Mitchell, Pub.	H. Sherman Mitchell (e) James Hutcheson (ne)	Claude Gray (Su) Iris Myers (we) Sherman R. Mitchell (sp)	F. G. Mitchell (gm) Paul Hunt (bm) Harold Flaherty (cm)	Dale A. Dixon (mga) C. Richard Baxter (ad-ram) Frank Newell (cam)	Dale Dixon (apm) Clinton Jobe (ms)
WENATCHEE 13,072 22,848-ABC-CZ 24,710-ABC Par. 18	World, 111 N. Mission St., Tel.: NOrmandy 3-5161 (e ex Sat.) 17,972 .11 Sunday edition (S) 18,013 .11	Flat Flat	(I) (AP) (J) (7¢d, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	World Pub. Co. Wilfred Woods, Pres.-Pub.	Wilfred Woods (e) Hu Blonk (me) Robert Woods (exec. ed.)	Dick Pieper (sp) Lona Courtney (we)	Wilfred Woods (bm) Ralph Kelso (cm)	R. E. Bell (ad-mga-ram) F. S. Leonard (cam)	Harlan Honeysett (ms)
YAKIMA 38,486 64,085-ABC-CZ	Herald, Tel.: GL 3-7151 (m ex Mon.) 16,402 ..... Republic (e) 17,311 ..... Combined daily (me) 33,713 .21 Herald (S) 32,461 .20 Evening & Sunday (eS) 49,772 .25	.... Flat Flat Flat	(I-R) (AP, UP) (10¢, 15¢S, $1.50mo) (West-Holliday Co., Inc.)	Republic Pub. Co. Helen R. Crum, Pres. (Inactive) W. H. (Ted) Robertson, Pub.	Charles F. Massey (e) Tom Thomas (me)	George Redmond (sp) Maurine Eastus (we)	W. H. (Ted) Robertson (gm) James M. Fox (bm) Murray Clark (cm)	Charles L. Nicholson (ad) Robert D. Ames (mga) Loren S. Rieman (ram) Robert H. Fountain (cam)	Loren Rieman (pm) Harold Roberts (ms)

WEST VIRGINIA

BECKLEY 19,397 30,822-ABC-CZ	Post-Herald (m ex Sat.) 20,409 ..... Raleigh Register (e ex Sat.) 12,014 ..... Saturday edition (m) 31,019 .18 Combined daily (me) 32,423 .18 Sunday edition (S) 31,118 .18	.... Flat Flat Flat	(R) (D) (AP) (J) (5¢, 15¢S, $35¢w-e&S, 40¢w-m &S) (Story, Brooks & Finley, Inc.)	Beckley Newspapers Corp. Charles Hodel, Pres. Pub.	Emile J. Hodel (eep-e-me-PH) C. J. McQuade (eep-e-me-RR) Audrey Wood (ce-RR) Bernard Palansky (ce-PH)	C. J. McQuade (Su) Geo Springer (sp-PH) Wm. R. Wills (sp-RR) Lina MacFarland (we)	Geo. Warren Hodel (gm-bm) Robert Amick (cm) Fred W. Roschi (com)	Joseph M. Ressa (ad-mga-ram) Thelma Joseph (cam)	Martha V. Wriston (apm) Wm. A. Chrisley (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BLUEFIELD 21,506 In W. Va. 4,212 In Va. 33,381-ABC-CZ	Telegraph, 412 Bland St., Tel.; Davenport 7-6171 (m) (AC) 27,748 .... Sunset News (e) (AC) 9,605 .... Combined daily (me) (AC) 37,353 .24 Flat Telegraph (S) (AC) 36,709 .... Evening and Sunday (eS) (AC) 46,314 .24 Flat			(R) (D) (AP, NANA) (5¢, 15¢S, 40¢w, $1.75 mo) (The Katz Agency, Inc.)	Daily Telegraph Ptg. Co. Hugh Shott, Jr., Pub.	A. S. Barksdale, Jr. (e-SN) V. L. Currence (me)	Jerry McDevitt (ne-T).. Wesley Scott (ne-SN) V. L. Currence (sp-T) W. F. Crawford (sp-SN) V. L. Currence (Su-T)	Ned Shott (gm) ..... W. L. Rorrer (cm)	Jim Strupp (ad) W. J. Webster (mga) C. A. Henderson (ram) E. G. Wright (cam)	Don Barksdale (ms)
CHARLESTON 73,501 149,610-ABC-CZ	Gazette, 210 Hale St., Zone 1, Tel.: DI 2-6161 (m) (AC) 79,075 .26 Flat Sunday edition (S) (AC) 85,959 .26 Flat			(I-D) (AP, INS) (5¢, 15¢S, 40¢w, $1.75 mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Daily Gazette Co. ..... Robert L. Smith, Pres. W. E. Chilton, III, Asst. Pub.	Thomas F. Stafford (eep) Harry G. Hoffman (e) Dallas Higbee (exec. me) L. T. Anderson (ce)	Harold Gadd (Su) ..... A. L. Hardman (sp) Lois Amick (we)	Robert L. Smith (gm-bm) A. H. Pruett, Jr. (cm)	Wm. E. Grose (mga).... Thomas D. Mays (ram) W. W. Shank (cam)	James F. Dent (pm) Wm. E. Grose (apm) G. S. Cochrane (ms)
	Mail, 1001-03 Virginia St., Zone 30, Tel.: DIckens 6-9442. (e) (AC) 59,628 .22 Flat Sunday edition (S) (AC) 59,792 .23 Flat			(I-R) (AP, UP) (5¢, 15¢S, 40¢w) (Ward-Griffith Co., Inc.)	Charleston Mail Ass'n F. M. Staunton, Board Chairman-Pub. Lyell B. Clay, Pres.	J. D. Maurice (eep-e) Vint Jennings (me) J. Rex Woodford (ce)	Arnold Knapp (ne)..... Vint Jennings (Su) Dick Hudson (sp) Mrs. Wilma Higginbotham (we)	F. M. Staunton (gm-bm).. Dallas Cleland (cm) C. H. Jenkins (com)	J. B. Martin (ad)..... Robert Sayre (mga) H. D. Thurman (ram)	Frank E. Shaffer (pm) L. H. Hickman (ms)

The Charleston Gazette and The Charleston Daily Mail are corporately and editorially separate, but have merged the business, advertising, circulation and mechanical departments. News and editorial departments will be housed in entirely spearate parts of the Mail property. Ownership of each paper remains unchanged. An agency company known as the Newspaper Agency Corp. has been created to conduct the business and mechanical operations of both papers. Personnel of the Newspaper Agency Corp. follows: Robert L. Smith, Ch. of the Board; Lyell B. Clay, Pres.; W. E. Chilton, III., V-P and Secy; Fred M. Staunton, Treas. and Genl. Mgr.

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CLARKSBURG 32,014 46,668-ABC-CZ	Exponent, 324-326 Hewes Ave., Tel.: MAin 4-6411 (m ex Mon.) (AC) 12,595 .... Telegram (e) (AC) 23,312 .... Combined daily (me) (AC) 35,907 .21 Flat Exponent-Telegram (S) (AC) 38,396 .21 Flat			(D) (R) (AP) (J) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (Story, Brooks & Finley, Inc.) (I)	Clarksburg Pub. Co. .... Cecil B. Highland, Jr., Pres.	Randal L. Strother (e-E) John H. Martin (e-T)	John H. Martin (acting e) Randal Strother (Su)	Cecil B. Highland, Jr., (gm) W. W. Powell (bm) William F. King (cm)	H. V. Diefenbach (ad) Margaret A. Wilson (mga) Cecil Lowther (cam)	.....

NOTE: The Exponent and the Telegram, published and operated in one building by the Clarksburg Publishing Company, maintains separate editorial and news staffs with all other departments under the single management and control of the Clarksburg Publishing Company.

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ELKINS 9,121 9,121-ABC-CZ	Inter-Mountain, Davis Ave., Tel.: 121 (e) (AC) 5,087 .06 Flat			(R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Inter-Mountain Co., Inc.	R. G. Bush (eep-e-me) Hallie Martin (ce)	R G Bush (ne) ... . Mike Wilverding (sp) Miss Hallie Martin (we)	Jas A Wilverding (gm-bm) Voyle M Kendall (cm)	Jas A Wilverding (ad-mga-ram) Catherine Heckel (cm)	Paul A Kittle (ms)
FAIRMONT 29,346 32,046-ABC-CZ	Times (m) (AC) 13,547 .... West Virginian (e ex Sat.) (AC) 6,539 .... Combined daily (me) (AC) 20,086 .14 Flat Times-West Virginian (S) (AC) 18,406 .14 Flat			(D) (R) (UP) (5¢, 10¢S, 40¢w-e&S, (inc. Sat m.), 40¢w-m&S) (Geo. A. McDevitt Co.) (I)	Fairmont Newspaper Pub. Co. Mrs. F. O. Stubblefield, Pres.	C. E. Smith (eep-e-T) Richard Parrish (eep-e-me-WV) Wm. D. Evans, Jr. (me-T) Haven Thompson (ce-WV)	Richard Parrish (Su) Allen Ludwick (sp-T) Donald Gates (sp-WV) Kathryn Bloom (we-T) Joanne LeMasters (we-WV)	Walter J. Mason (gm) .... Wm. A. Owen (cm)	L. Jay Smith (ad)	S. S. Howes (ms)
GRAFTON 7,365	Sentinel, 102 Latrobe St., Tel.: 514, 515 (e) 4,963 .06 Flat			(I-R) (UP) (J) (5¢, 30¢w, $1.30mo)	Sentinel Publications... M. F. Bourjaily, Pub.	M. F. Bourjaily (e).... Lee Roberts (me) Chas. Jones (ce)	Leota Griffith (we).....	M. F. Bourjaily (gm)..... C. W. T. Lockard (bm) Sam Ayres (cm)	William Cockrell, Jr. (ram)	Richard Robinson (ms)
HINTON 5,780	News (e) 4,027 .05 Flat			(I-D) (UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Hinton Daily News, Inc. J. E. Faulconer, Pres.-Pub.	J. E. Faulconer (e-eep)	Miss Elizabeth Morriss (we)	T. C. Faulconer (bm)..... Thelda Weeks (cm)	T. C. Faulconer (mga)	C. E. Henne (ms)
HUNTINGTON 86,353 115,692-ABC-CZ 122,613-ABC Par. 15	Herald Dispatch, Zone 1, Tel.: JA 5-5151 (m) (AC) 43,317 .... Advertiser (e) (AC) 22,609 .... Combined daily (me) (AC) 65,926 .28 Flat Herald-Advertiser (S) (AC) 52,977 .26 Flat Morning & Sunday (mS) (AC) 96,294 .44 Flat Evening & Sunday (eS) (AC) 75,586 .36 Flat			(R) (D) (AP, INS) (5¢, 15¢S, 30¢w-d, 45¢, w-m&S or e&S, 75¢m, e&S) (The Katz Agency, Inc.) (I)	Huntington Pub. Co. .... J. H. Long, Ch. Bd.. Advertiser W. D. Birke, Pub., Herald-Dispatch Walker Long, Pres.-Pub. Herald-Adv.	Raymond Brewster (eep-e-HD) W. S. Reynolds (eep-A) H. R. Pinckard (eep-e-HA) George H. Clark (me-A) Wm. Gibson (me-HD) Estelle Belanger (me-ce-HA) E. R. Oliver (ce-HD) John Brown (ce-A)	Norman T. Rogers (asst. ne-HA) Fred Burns (sp-HD & HA) Jacqueline Swann (we-A) Ruth Napier (we-HD) Margaret Neff (we-HA) Ernie Salvatore (sp-A)	W. D. Birke (gm-HT) .... L. F. Rogers (gm-HA) William T. Bess (cm)	C. P. Wilson (ad-ram) Jim Hoffman (mga) R. E. Scott (cam)	Paul W. Long, Jr. (pm) Craven Baumgardner (ms)

NOTE: The Herald Dispatch, The Advertiser and the Herald-Advertiser are editorially separate; business, circulation advertising and mechanical operation are under the single ownership and direction of the Huntington Publishing Company.

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KEYSER 6,347	News-Tribune, P.O. Box 670, Tel.: 7861 (e ex Sat.) 3,265 .045 Flat			(D) (UP) (J) (4¢, 20¢w, 80¢mo) (Inland Newspaper Representatives, Inc.)	News Tribune ..... John W. Barger, Pub.	John W. Barger (eep-e)	John W. Barger (ne)..... Thomas Conlon (sp) Louise J. Arnold (we)	Louise J. Arnold (bm-cm)	Louise J. Arnold (ad-mga-ram-cam)	Howard Barrick (ms)
LOGAN 5,079 5,079-ABC-CZ	Banner, 435-447 Stratton St., Tel.: 3200 PBX (e) (AC) 9,064 .06 Flat			(R) (AP) (J) (5¢, 30¢w) (none)	Logan Banner Clarence H. Frey Pub.	Charles D. Hylton, Jr. (me)	Don Pritchard (sp)	James Thomas (cm).....	.....	
MARTINSBURG 15,621 15,621-ABC-CZ	Journal, Tel.: 3383 (e) (AC) 10,601 .08 Flat			(I-R) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Evening Journal Pub. Co. Mrs. M. O. Nutting, Pres.	G. C. McKown (eep-e-me) Wm. M. Thompson (ce)	Wm. M. Thompson (ne) Miss Ruth Willey (we) Robert Scrivener (sp)	Otto K. Reuter (gm)	Otto K. Reuter (mga) ... Thurman Butler (ram)	E. S. Arnott (comp. room supt.) G. D. Walker (pressroom supt.)
MORGANTOWN 25,525 32,052-ABC-CZ	Dominion News, Court and Elk Sts., Tel.: 3451 (m) (AC) 8,965 .... Post (e) (AC) 8,541 .... Combined daily (me) (AC) 17,506 .15 Flat			(D) (R) (AP, UP) (7¢d, 10¢S, 42¢w, m-or-e, $1.80mo) (Story, Brooks & Finley)	W. Va. Newspaper Pub. Co. Mrs. H. C. Greer, Pres.-Pub.	Walter L. Hart (eep & e-DN) Brooks Cottle (eep & e-P) Alvin S. Volker (ce-P) Con Hardman (me-DN)	M. Furfari (sp-DN)..... Tony Constantine (sp-P) Maude Patterson (we-P) Kathie Loufakis (we-DN)	M. L. Brueggeman (gm-bm) L. A. Cupiccia (cm)	R. F. Sowers (ad-mga-ram-cam)	R F. Sowers (pm-apm)
MOUNDSVILLE 14,772	Echo, 715 Lafayette Ave., Tel;: TIlden 5-2660 (e) 3,005 .04 Flat			(I-D) (AP) (J) (4¢, 20¢w) (Gallagher-De Lisser, Inc.)	Samuel Shaw, Pub.	Samuel Shaw (e)..... Bill M. Turley (ce)	Gertrude Shaw (we).....	Samuel C. Shaw (gm).....	Gertrude Shaw (mga) ...	Samuel Shaw (ms)
PARKERSBURG 29,684 51,445-ABC-CZ	News, 519 Juliana St. (m) (AC) 15,993 .... Sentinel (e) (AC) 19,314 .... Combined daily (me) (AC) 35,307 .17 Flat News (S) (AC) 26,384 .13 Flat			(R) (D) (UP) (5¢, 12¢S, 30¢w-e, 40¢w-m&S) (Geo. A. McDevitt Co.)	Parkersburg Sentinel Co.	James H. Young (e-N) H. Sutton Sharp (e-S) Francis Hile (me-N) Charles Butler (ce-N)	.....	W. E. Ingersoll (gm-bm) Wade W. Trout (cm)	G. H. Keenan (ad)..... Robert J. Hickman (Lcl. ad)	.....
POINT PLEASANT 4,596 5,615-ABC-CZ	Register, 200 Main St., Tel.: 400 (e) (AC) 2,968 .05 Flat			(R) (UP) (5¢, 30¢w, $1.20mo) (Geo. A. McDevitt Co.)	Point Pleasant Register Co. Mrs. D. W. Stubblefield, Pres.	A. V. Wood (eep)..... J. Knox Dye (e) N. Call (ce)	Jack Rogers (sp)..... P. Friend (we)	J. Knox Dye (gm-bm)..... Lowell Jewell (cm)	J. Knox Dye (ad)..... A. G. Middleton (cam)	R. Bragg (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
WEIRTON 24,005 25,191-ABC-CZ	Times, Lee Ave., Tel.: Weirton 185 (e) 6,435 .06	Flat	(I-R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Weirton Ptg. &Pub. Co. Mrs. Frances O. Nutting, Pres.	Earle V. Wittpenn (e-ce)	Earle V. Wittpenn (sp) Cleo Munas (we)	C. J. Denne (gm) Wilbur M. Waller (cm)	C. J. Denne (ad-mga) Edw. Zierold (ram)	Wm. Zierold (ms)
WELCH 6,803 7,103-ABC-CZ	News, 125 Wyoming St., Tel.: 443; 444; 445 (e) 12,378 .09	Flat	(I-R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Welch Pub. Co. Mrs. Margaret Ogden Nutting, Pres	W. R. Keyser (eep) C. H. Hardison (me-ce)	Tony Casali (sp) Mrs. R. C. Farris (we)	W. R. Keyser (gm) Ellis Landreth (cm)	R C. Farris (ad-mga) Vance Hayes (cam)	E. W. Lucas (ms)
WELLSBURG 5,787	Herald, 605-611 Main St., Tel.: RE 7-3421 (e) 4,012 .04	Flat	(I-R) (UP) (4¢, 20¢w) (Bottinell-Kimball, Inc.)	Daily Herald Co., Inc. L. H. McCamic, Pres.	F. McCamic (me)		L. H. McCamic (gm)	L. H. McCamic (ad)	
WHEELING 56,691 84,606 W. Va. ABC-CZ 38,081 Ohio ABC-CZ 122,889-ABC-CZ	Intelligencer, Tel.: 5480 (m ex Sat.) 22,281 Saturday Morning 44,961 .26 News-Register (e ex Sat.) 31,538 Combined daily (me) 53,619 .26 News-Register (S) 51,699 .26	Flat Flat	(R) (I-D) (INS, UP, AP) (5¢, 15¢S, 50¢w-m or e&S) (Geo. A. McDevitt Co.)	News Pub. Co. Frances Ogden Stubblefield, Pres.	Thomas O'Brien Flynn (eep-I) Austin V. Wood (e-I) Harry Hamm (e-NR) Arnold Lazarus (ce-NR) Harry Turton (me-I) Hazlett Cochran (ce-I)	Paul Burig (ne-NR) Robert Koon (ne-I) Cliff McWilliams (sp-NR) Bill Bibb (sp-I) Alma Mayer (we-NR) Gene Ephlin (we-I)	Austin V. Wood (gm) J. R. Williams (asst. gm) L. F. Committe (bm) V. B. Kendall (cm)	C. E. Dronsfield (mga) A. E. Hennen, Jr. (ram) William A. Bell (cam)	Wendell F. Orr (ms)
WILLIAMSON 8,624 9,768-ABC-CZ	News, 25 E. 3rd Ave., Tel.: 960 (e) 12,020 .09	Flat	(I-D) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Williamson Daily News Co. Mrs. Frances Stubblefield, Pres.	Wm. Tolbert (e)	James Van Zant (sp) Charolette Sanders (we)	Louis P. Harvath (gm) John Burris (cm)	James Sanders (ram)	Walter Sparks (ms)

WISCONSIN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ANTIGO 9,902	Journal (e) 5,061 .065	Flat	(I) (AP) (5¢, 30¢w) (none)	Berner Bros. Pub. Co Artemas & Henry Berner, Pubs.	Artemas F Berner (e) Earle S. Holman (me)	G Legro (sp)	Artemas F. Berner (gm)	Ray Dobrinska (ad)	
APPLETON-~~NEENAH-MENASHA~~ 58,832 34,010 Appleton 12,437 Neenah 12,385 Menasha 84,674-ABC-CZ 106,670-ABC Par. 15	Post-Crescent, 306 W. Washington St., Tel.: REgent 3-4411 (e) 35,581 .18	Flat	(I) (AP) (7¢, 40¢w, $1.75mo) (none)	The Post Pub. Co. A. B. Turnbull, Pres.	V. I. Minahan, Jr. (eep-e) Gordon McIntyre (me) David Brooker (ce)	E. L. Biselx (ne) John Paustian (sp) Susan Noyes (we)	John R. Riedl (gm) M. E. Cartier (bm) Erben Krueger (cm) David Nelson (com)	Glenn H. Arthur (ad) K. E. Davis (mga) Henry Starck (ram) Melvin Parsons (cam)	David A. Lindsey (pm) Melvin Heinzl (ms) M. E. Cartier (prod. mgr.)
ASHLAND 10,640	Press, Tel.: 32-33-300 (e) 4,075 .06	Flat	(I) (AP) (.07, 35¢w) (Northwest Daily Press Association)	Superior Eve. Telegram Co. Morgan Murphy, Pres.-Pub.			J. W. Gunderson (gm)		
BARABOO 7,264	News-Republic, 408 Oak, Tel.: 62 & 63 (e) 5,554 .06	Flat	(UP) (6¢, 25¢w) (none)	Baraboo News Pub. Co. H. K Page & Sons, Pubs.	M C. Page (e) Irene Underkofler (ce)		H. K. Page (gm)	Harlan Page (ad) Pearl Kilmer (cam)	Charles Lange (ms)
BEAVER DAM 11,667	Citizen (e) 6,317 .07	Flat	(I) (UP) (5¢, 30¢w, $1.20mo) (Dougan & Bolle)	Citizen Pub. Co. H. H. Parker, Pres.	J. E. Helfert (eep-e) T. J. Parker (ce)	W. Connors (sp) D. Parker (we)	K. J. Parker (bm)	A. J. Gocker (mga-ram)	
BELOIT 29,590 40,042-ABC-CZ 47,021-ABC Par. 15	News (e) 20,623 .13	Flat	(I-R) (AP, ONA) (6¢, 35¢w, $1.10mo) (Wisconsin Newspaper Markets)	Daily News Pub. Co. W. A. Strong, Pub.	R. T. Edwards (e-me) W. A. Strong (e) George Clark (ce) Laurence Raymer (assoc. e)	Robert Williams (sp) Harriet C. Dawson (we)	W. A. Strong (gm) C. E. Johnston (bm) W. G. Scott (cm)	A. C. Nequette (ad) P. T. Brewer (mga) L. A. Pierson (cam)	J. M. Vesper (ms)
	NOTE: See Janesville listing for optional combination advertising. (Comb. rate .25 Flat)								
CHIPPEWA FALLS 11,088 13,213-ABC-CZ 13,972-ABC Par. 15	Herald Telegram, 20-22 W. Central St., Tel.: PA 3-5515 (e) * 8,372 .09	Flat	(I) (AP) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Herald Telegram Pub. Co. Morgan Murphy, Pres. Milo Nickel, Pub.	Milo Nickel (eep-me-e) Howard Meier (ce)	Howard Meier (ne) John Harmon (sp) Elizabeth Rasmus (we)	Milo Nickel (gm) Charles Bennett (bm) Richard Friedman (cm)	J. W. Gunderson (mga-ram) Josephine Grant (cam)	
EAU CLAIRE 36,058 41,873-ABC-CZ 44,902-ABC-Par. 15	Leader, 405 S. Barstow, Tel.: TEmple 5-3121 (m ex Mon.) 14,105 Telegram (e) 11,011 Combined daily (me) 25,116 .16 Leader (S) 14,164 .16 Evening and Sunday (eS) 25,175 .16	Flat Flat Flat	(I) (AP, UP) (6¢, 35¢w-d&S)$1.50mo) (Shannon & Associates, Inc. and Northwest Daily Press Association)	Eau Claire Press Co. M. B. Atkinson, Pres.	M. B. Atkinson (eep-e) D. E. Whelan (eep-me) R. W. Anderson (ce)	Clell Buzzell (sp) Dian Page (we)	Bruce J. Nelson (bm) Willard Tomashek (cm)	Freeman von Schrader (ad-mga-ram) Lorraine Sleeter (cam)	Freeman Von Schrader (pm) M. F. Riblett (ms)
	*Sunday rate includes Saturday or Monday evening.								
FOND DU LAC 29,936 32,227-ABC-CZ 35,164-ABC Par. 15	Commonwealth Reporter, 16-24 W. First St., Tel.: 631 (e) 17,480 .12	Flat	(I) (AP, INS) (6¢, 35¢w) (E. A. Faulkner & Assoc.)	Reporter Ptg. Co. A. H. Lange, Pres.	C. F. Coffman (eep-e-me) William Draves (ce)	Carl H. Keyser (ne) Stanley Gores (sp) Mrs. T. E. Sullivan (we)	A. H. Lange (gm-bm) Emery Martin (cm)	A. H. Schroeder (ad-ram) R. A. Martin (mga) LeRoy Franke (cam)	A. H. Schroeder (apm) W. E. Waltzer (ms)
	*.15 in combination with monthly Shopper Section, circulation 12,109								
FT. ATKINSON 6,280	Jefferson County Union, Tel.: JO 3-5552 (e ex Sat.) 3,996 .06	Flat	(UP) (5¢, 20¢w) (none)	W. D. Hoard & Sons W. D. Hoard, Jr., Pub	Robert Angus (e)			R. H. Stevens (ad)	
GREEN BAY 52,735 76,907-ABC-CZ	Press-Gazette, Walnut and Madison Sts., Tel.: HEmlock 5-4411 (e) 39,335 .19	Flat	(I) (AP, UP) (7¢, 40¢w) (none)	Green Bay Newspaper Co. A. B. Turnbull, Pres.-Pub. Joseph Horner, Jr., Vice-Pres.	Leo V. Gannon (eep-e) John B. Torinus (me) Dave Yuenger (ce)	Donald A. Hickok (ne) Art Daley (sp) Ginnie Erdmann (we)	Joseph Horner, Jr. (gm) David L. Nelson (bm) Theo. R. Dost (cm)	Philip McCloskey (mga) Daniel C. Beisel (ram) H. O. Goodchild (cam)	John W. Yuenger (pm) E. C. Putney (ms)
JANESVILLE 24,899 32,627 (Loc. Est.) 27,233-ABC-CZ 30,061-ABC Par. 15	Gazette, 200 E. Milwaukee, Tel.: PL 4-3311 (e) 23,032 .14	Flat	(I-R) (AP) (6¢, 35¢w) (Wisconsin Newspaper Markets)	Gazette Ptg. Co. Sidney H. Bliss, Pres. Sidney H. & Robert W. Bliss, Co.-Pubs.	Robert W. Bliss (eep-e) George Kalvelage (me) Roland Kuehn (assoc. e)	George Raubacher (sp) Peg O'Brien (we-Su)	Sidney H. Bliss (gm) George W. Gressman (bm) Carl H. Hoffman (cm) Ralph O. Hausner (com)	Geo. W. Gressman (ad) George W. Gressman (mga) James B. Warner (ram) Joseph T. Novak (cam)	George W. Gressman (pm) Frank Heise (ms)
	NOTE: See Beloit listing for optional combination advertising. (Comb. rate .25 Flat.)								

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
KENOSHA 54,368 54,368-ABC-CZ	News, 713-717 Fifty Eighth St., Tel.: OL 7-5121 (e) 22,206	.14 .13	(I-R) (AP, UP) (7¢, 35¢ w) (Jann & Kelley, Inc.)	Kenosha News Pub. Co. R. S. Kingsley, Pres.-Pub.	Lee Hancock (eep-me) R. S. Kingsley (e)	Lee Hancock (ne) Jerry Pfarr (sp) Elaine Edwards (we)	W. H. Schulte (gm) A. J. Peters (com)	C. E. Head (mga) Charles Dilday (ram) W. R. Cropley (cam)	Charles Dilday (pm) C. E. Head (ms)
LA CROSSE 47,535 53,861-ABC-CZ	Tribune (e) 32,142 Sunday edition (S) 32,153	.19 Flat .19 Flat	(I-R) (AP) (5¢, 10¢S, 40¢w) (Jann & Kelley Inc. and Northwest Daily Press Association)	La Crosse Tribune Co. L. P. Loomis, Pres. W. T. Burgess, Pub.	R. L. Bangsberg (me) Al Rice (ce)	J. E. Lienlokken (ne) Ken Blanchard (sp) Susan McCabe (we)	E. L. Burgess (bm) Ed Keefe (cm) Fred Ristow (com)	Mrs. Maxine Kahler (mga) H. Colvin (ram) L. R. Wilkins (cam)	E. L. Burgess (ms)
MADISON 96,056 110,111-ABC-CZ 129,840-ABC Par. 15	Capital Times, 115 S. Carroll St., Zone 1, Tel.: (SJ) AL 6-3111, (CT) AL 5-1611 (e) 42,717	....	(I) (AP, UP) (5¢, 35¢ w, $1.55mo) (Jann & Kelley, Inc.)	Madison Nsprs., Inc. William T. Evjue, Pres.-Pub.	Geo. R. Stephenson (exec. ed.) William T. Evjue (e) Dewey D. Dunn (me) Cedric Parker (ce)	Harry Golden (sp) Mary Brandel Hopkins (we)	E. G. Lockwood (gm) John M. Canny (cm)	W. H. Scrivner (am) Karl Eisele, Jr. (mga) Gordon C. Johnson (ram) E. R. Garter (cam)	.....
	Wisconsin State Journal (m) 47,239 Combined edition (me) 89,956 Wisconsin State Journal (S) 77,113	.... .33 Flat .33 Flat	(I) (I) (AP, UP, ONA) (5¢, 15¢S, 45¢w, $1.95 mo) (Jann & Kelley, Inc.)	Madison Nsprs., Inc. Lee Loomis, Pres. Don Anderson, Pub.	Roy L. Matson (e) Lawrence Fitzpatrick (me)	Henry J. McCormick (sp) Mrs. Jo Ann Beier (we)	E. G. Lockwood (gm) Martin Wolman (bm) John M. Canny (cm)		

NOTE. Madison Newspapers, Inc., is publisher and owner of the Capital Times and Wisconsin State Journal. The editorial and news contents of the respective newspapers are provided under contract by the Capital Times Co., and Wisconsin State Journal Co., and are editorially independent and competitive. Madison Newspapers, Inc., operates the business, circulation, mechanical, distribution, and all other department Officers and personnel of Madison Newspapers, Inc., are Don Anderson, chairman of the board; William T. Evjue, president; E. G. Lockwood, treasurer and general manager; Martin Wolman, business manager and secretary; W. H. Scrivner, advertising manager; John M. Canny, circulation manager, and Howard McCaffrey, assistant circulation manager.

MANITOWOC-[redacted] 27,598 Manitowoc 10,243 Two Rivers 38,292-ABC-CZ	(Manitowoc) Herald-Times, 902 Franklin, Tel.: MUrray 4-4435; Reporter (Two Rivers) 317 (e) 14,576 (Two Rivers) Reporter (e) 3,564 Combined (e) 18,140	.... .13 Flat	(I) (AP) (7¢, 35¢w) (I) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres. Two Rivers Reporter, Inc. Morgan Murphy, Pres.	Roy Valitchka (eep-e) Frederick Page (ce) Seymour Althen (e)	Roy Valitchka (ne) Larry Belonger (sp) Clarence Bridges (sp) Marjorie Miley (we)	J. M. Barenbaum (gm) A. Duveneck (cm) Smiley S. Boyd (bm)	Joseph C. Logan (ram) Wm. F. Olde, Jr. (mga) Ray Kruck (cam) Smiley S. Boyd (ad)	J. M. Barenbaum (pm) Ernest Kruck (ms)
MARINETTE 14,178 14,178-ABC-CZ	Eagle-Star, 1809-27 Dunlap Ave., Tel.: REdwood 5-6611 (e) 8,354	.09 Flat	(I) (AP) (6¢ 35¢w) (none)	Eagle Ptg. Co. L. I. Noyes, Pres. F. G. Sappington, Pub.	Fred G. Sappington (eep-e) Walter C. Janson (me)	James H. Gleason (sp)	Fred G. Sappington (gm-bm) Walter R. Schaefer (cm)	Elmer C. Tryon (ad-mga)	Elmer C. Tryon (pm) C. E. Enstrom (ms)
MARSHFIELD 12,394 12,394-ABC-CZ	News-Herald (e) 10,313	.10 Flat	(I-R) (AP) (7¢, 40¢w) (Scheerer & Co.)	News Pub. Co. Howard A. Quirt, Pres.-Pub.	Howard A. Quirt (e) E. W. Heller (me) Kenneth Olstinsai (ce)	Robert Stevenson (sp) Mrs. Connie Hopkins (we)	Howard A. Quirt (gm) A. Tollefson (cm)	Steve Hopkins (ad-mga) L. Scheibe (cam)	Michael Berg (ms)
MERRILL 8,951	Herald, 909 E. Main, Tel.: 1-400 (e) 4,843	.07 Flat	(I-R) (AP) (J) (6¢, 35¢ w) (Dougan & Bolle and Northwest Daily Press Association)	Merrill Pub. Co. Inc. W. B. Chilsen, Pres.-Pub.	J. A. Chilsen (me) Val Chilsen (ce)	Dave O'Connor (ne-sp) Doris Paroubek (we)	Joe P. Chilsen (gm-bm) Pat Chilsen (cm)	Joe P. Chilsen (ad-ram) Carolyn Klimek (mga) Helen Simon (cam)	Joe P. Chilsen (apm) Harold Trantow (ms)
MILWAUKEE 637,392 866,960-ABC-CZ 1,017,100-ABC Par. 15	Journal, 333 W. State St., Zone 3, Tel.: BRoadway 1-6000 (e) 352,566 Sunday edition (S) 494,619	.75 Flat .85 Flat	(I) (AP, UP, NYT, NANA) (J) (*S) (5¢, 20¢S, 45¢w-d&S) (O'Mara & Ormsbee, Inc.)	Journal Co. H. J. Grant, Chm. of Board J. D. Ferguson, Pres Irwin Maier, Pub	Lindsay Hoben (eep). J. D. Ferguson (e) Wallace Lomoe (me) Harvey Schwandner (ce)	Fred Remick (ne) Dale Wilson (Su) Oliver Kuechle (sp) Aileen Ryan (we)	Donald B. Abert (bm) Elmer H. Schroeder (cm)	Robert K. Drew (ad) Norm Saukerson (mga) Richard T. Trowbridge (ram) Chas. K. Clarke (cam)	C. R. Conlee (pm) J. E. McMullen (prod. mgr.) Joseph Goll (ms)
	Sentinel, 540 N. Plankinton Ave., Zone 1, Tel.: BR 6-3900 (m) 200,425 Sunday edition (S) 238,479	.58 Flat .65 Flat	(I) (AP, INS) (7¢d, 20¢ S, 40¢w, 60¢w-d&S) (Hearst Advertising Service)	Milwaukee Sentinel Div. of Hearst Corp. Richard E. Berlin, Pres. Wallace M. Hughes, V.P.-Pub.	George Tracy (me) Walter Wegner (ce) Wayne Gaedtke (day ce)	Max T. Nelson (exec. ne) H. Hasselquist (ne) Al Elewitz (Su) Lloyd Larson (sp) Dorothy Parnell (we)	Henry C. Gronkiewiez (bm) Robert M. Bradshaw (cm)	Marshall B. Hardy (ad) Howard Wheat (mga) Milton Werner (cam)	Andrew Hertel (pm)
MONROE 7,837 7,037-ABC-CZ	Times, Tel.: 3 (e) 4,835	.08 Flat	(R) (R) (AP) (J) (5¢, $1.35mo) (Allen-Klapp Co.)	Monroe Evening Times Co. Edmund C. Hamilton Pres.-Pub. Lena M. Conrad, Sec.-Treas.-Co-Pub.	E. C. Hamilton (eep-e-me)	Larry Lindgren (ce)	Lena M. Conrad (bm) Rose Altmann (cm)	S. H. Haberman (ram) Katherine F. Friedrich (cam)	Geo. Schuh (ms)
NEENAH-MENASHA 12,437 Neenah 12,385 Menasha	Twin City News-Record (e) 3,876	.07 Flat	(I-R) (UP) (5¢)	Neenah-Menasha Nsprs., Inc. Edward C. Cochrane, Pres.-Pub.	Edward C. Cochrane (eep-e)	Jane Heath Cochrane (we)	Edward C. Cochrane (gm-bm)	Don Hruska (ram-Neenah) Bert Rindal (ram-Menasha)	Darrell Buchanan (ms)
OSHKOSH 41,084 45,069-ABC-CZ 52,143-ABC Par. 15	Northwestern, 224 State St., Tel.: BLackhawk 8000 (e) 19,562	.14 Flat	(R) (AP, UP) (6¢, 35¢ w) (Johnson, Kent, Gavin & Sinding, Inc.)	Oshkosh Northwestern Co. Doris Hardy Schwalm, Pres. Samuel W. Heaney & A. Thomas Schwalm Co-Pubs	L. H. Torreyson (eep) Aaron J. Mace (me) Gilbert LaBudde (ce)	Walter Herdina (sp)	C. A. Thomas (bm) Jack Guiney (cm)	John F. Skoglind (mga) Walter Ellegard (ram) Duane Delveau (cam)	.....
PORTAGE 7,334	Register, 309 DeWitt St., Tel.: RI 2-4922 (e) 5,460	.07 Flat	(I) (UP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Register Pub. Corp. Max Lavine, Pres. W. T. Comstock, Pub.	W. T. Comstock (eep-e) H. D. Smith (me)	Mrs. Jack Cochrane (we) Dewey Pfister (sp)	Royall LaRose (bm) Floyd Bicking (cm)	Royall LaRose (ad-mga) Philip Melchoir (ram)	Robert Epstein (ms)
RACINE 71,193 89,421-ABC-CZ 101,901-ABC Par. 15	Journal-Times (e) 31,005 Bulletin (S) 30,557	.19 Flat .19 Flat	(I) (AP) (7¢, 15¢S, 50¢ w) (Allen-Klapp Co.)	Journal Times Co. Harry R. LePoidevin and J. D. McMurray, Co-Pubs.	W. C. Reynolds (eep) J. D. McMurray (e) Frank Lovell (me) V. Hoffman (ce)	Nick Cariello (ne) Thomas Millstead (Su) John Friedell (sp) Lucy Colbert (we)	Harry R. LePoidevin (gm-bm) H. T. Larsen (cm) Norman Albeck (com)	John S. LePoidevin (mga) Atlee Bratley (ram) Geo. Westrich (cam)	E. Kreuger (ms)
RHINELANDER 8,774	News, 24 W. Rives St., Tel.: FO 2-6397 (e) 4,162	.06 Flat	(I) (AP) (7¢, 40¢w) (Wisconsin-Newspaper Markets and Northwest Daily Press Association)	Rhinelander Pub. Co. Clifford G. Ferris, Pres.-Pub.	Clifford G. Ferris (eep-e) Kris K. Gilbertson (me-ce)	Kris K. Gilbertson (ne) Lisbeth Kretlow (we) Ben R. Lewis (sp)	Clifford G. Ferris (gm-bm) R. G. Douglas (cm)	Ralph R. Mischnick (ad) Mildred Loka (mga) R. G. Douglas (cam)	Jack L. Johnson (ms) Richard K. Ferris (pm)
SHAWANO 5,894	Leader, 107 E. Green Bay St., Zone 1, Tel.: 666 (e) 7,005	.07 Flat	(I) (UP) (5¢) (None)	Shawano Evening Leader Co. J. P. Donald, Pub.	.....	.....	J. P. Donald (gm)	Walter Fellenz (mga)	.....
SHEBOYGAN 42,365 51,946-ABC-CZ 57,421-ABC-Par. 15	Press, 632 Center Ave., Tel.: GI 7-7711 (e) 26,294	.14 Flat	(D) (UP, AP) (J) (6¢, 35¢w) (Ward-Griffith Co., Inc.)	Press Pub. Co. A. Matt Werner, Pres.-Pub.	A. M. Werner (e) W. J. Pfister (assoc. ed.) Harold R. Maier (me)	Dwight Pelkin (sp) Marion Koch (we)	Michael J. Progar (bm) Otto B. Stielow (cm) Roland Grimmer, (com)	Robert Richter (mga-cam) C. Wondergem (ram)	
STEVENS POINT 16,564	Journal, 114 N. Third St., Tel.: DIamond 4-6100 (e) 8,284	.09 Flat	(I) (AP) (J) (6¢, 35¢w) (Northwest Daily Press Association)	Journal Ptg. Co. Weldon C. Leahy, Pres.-Pub. James E. Cashin, V.P.	James W. Hull (e) Sherman J. Sword (ce)	Robert J. Seltzner (sp) Theresabell Leary (we)	Edw. T. Richter (cm)	John H. Martin (mga) Ben C. Glodoske (ram) Helen K. Rothrock (cam)	George W. Butler (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
SUPERIOR 35,325 35,874-ABC-CZ 38,062-ABC Par. 15	Telegram (e) ⊠ 20,953	.15 Flat	(I) (AP) (J) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc., Wisconsin Newspaper Markets and Northwest Daily Press Association)	Evening Telegram Co. Morgan Murphy, Pres.-Pub.	William Goligoski (me)	Dick Gerzic (sp) Mariann Niemi (we)	Clough Gates (gm) Paul J. Skamser (bm) Orvel Bicking (cm)	Max H. Lavine (ad) Maurice I. Severson (ram) Ethel McLaughlin (cam)	Maurice I. Severson (pm) Sidney Haugen (ms)
TWO RIVERS	See Manitowoc-Two Rivers.								
WATERTOWN 12,417	Times (e) 6,902	.075 Flat	(I) (UP) (6¢, 40¢w)	Times Pub. Co. John D. Clifford, Pub. William B. Clifford, Pres.	John D. Clifford (e-me) Clarence H. Wetter (ce)	Joseph Toman, Jr. (sp) Mary Zielsdorf (we)	John D. Clifford (gm) S. J. Friedman (bm) G. W. Ponath (cm)	S. J. Friedman (ad-mga-ram) William Johnston, Jr. (cam)	C. Schroeder (ms)
WAUKESHA 21,233	Freeman, 200 Park Pl., Tel.: LI 2-2501 (e) 12,288	.10 Flat	(I) (AP) (J) (6¢, 35¢w) (none)	Freeman Ptg. Co. Mrs. Josephine H. Youmans, Pres.-Pub.	Gilbert H. Koenig (eep-e-me) Thomas J. Smith (ce)	John Engelbert (sp) Vivian Williams (we)	Gilbert Koenig (gm) Henry A. Youmans, Jr. (bm) William Schneeberger (cm)	Hans Hamm (ad) William Kocher (cam)	John Hillmer (prod. mgr.)
WAUSAU 30,414 37,029-ABC-CZ 41,454-ABC Par. 15	Record-Herald, Tel.: 4061 (e) ⊠ 17,053	.13 Flat	(I-R) (AP) (7¢, 35¢w, $1.40mo) (Burke, Kuipers & Mahoney, Inc., and Northwest Daily Press Association)	Record-Herald Co. J. C. Sturtevant, Pres.-Pub.	Philip J. Sanders (me) E. R. Boileau (ce)	David Christenson (sp) Elsie McCullough (we)	W. F. McCormick (gm) Neal Rothman (bm) M. A. Nelson (cm)	Neal Rothman (mga) Ted Tollefson (ram) Jack Lillge (cam)	E. N. Peterson (ms)
WISCONSIN RAPIDS 13,496 20,122-ABC-CZ 23,229-ABC Par. 15	Tribune, 130 1st Ave. S., Tel.: 10 (e) ⊠ 8,823	.095 Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co. and Northwest Daily Press Association)	Wisconsin Rapids Tribune Co. Mrs. Louise Huffman, Pres. William Huffman, Jr., Pub.	Carl E. Otto (e) Oliver D. Williams (me)	Don Lindstrom (sp) Jane Shea (we)	Henry Silka (cm) Alma E. Peters (com)	Richard Davis (ad-cam) James Wenzlaff (mga) F. Emory Welch (ram)	A. J. Wenzlaff (ms)

WYOMING

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
CASPER 34,553 40,000-ABC-CZ	Star, 216 E. 2nd St., Tel.: 2-1515 (m ex Mon.) 6,549 Tribune Herald (e ex Sat.) ⊠ 13,881 Combined daily (me) 20,430 Sunday Tribune-Herald & Star ⊠ 16,837	.... .16 Flat .16 Flat	(I) (UP) (5¢, 10¢S) (105) (none) (I) (AP) (5¢, 10¢S) (none)	Natrona County Tribune Earl E. Hanway, Ch. Bd. Jack W. Perry, Pres.	Jack W. Perry (e-TH) Frank R. Wadell (eep) E. P. Martin (me-TH) Phil Wagner (me-ST) M. W. Downie (ce-TH)	M. W. Downie (ne-TH) Phil Wagner (ne-ST) Marcel Jelovchan (sp-TH) Ray Giffin (sp-ST) Frances Kelly (we-TH) Mary Jean Bryan (we-ST)	Jack W. Perry (gm-TH-ST) Clark F. Perry (bm-TH-ST) Earl P. Hanway (cm-TH-ST)	Al Walker (ram-ST)	.....
CHEYENNE 31,935 41,129-ABC-CZ	Wyoming Eagle (m ex Mon.) ⊠ 10,452 Wyoming State Tribune (e ex Sat.) ⊠ 10,274 Combined daily (me) ⊠ 20,726 Wyoming State Tribune (S) ⊠ 10,174 Morning and Sunday (mS) ⊠ 20,626	.... .17 Flat .12 Flat .17 Flat	(D) (UP) (5¢, 45¢w) (R) (UP) (5¢, 5¢S, 60¢w) (West-Holliday Co., Inc.)	Cheyenne Newspapers Inc. Tracy S. McCraken, Ch. Bd. Robt. McCraken, Pres.-Pub. Fred A. McCabe, Exec. V.P, Co-Pub.	Geo. Johnston (eep-e-WE) Louis E. Bates (me-ST) B. F. Horton (me-WE) S. J. Shuster (ce-ST)	Bernard Horton (ne-WE) S. J. Shustar (Su) Kirk Knox (sp-ST) Larry Birleffi (sp-WE) Marjie Neal (we-WE-ST)	Warren W. Hoefer (gm) Warren W. Hoefer (bm) Ralph Ausman (cm)	Warren W. Hoefer (ad) R. T. Hines (mga) Neil Hoffman (cam)	S. J. Shustar (pm) A. W. Harris (ms)

NOTE: The Wyoming Eagle and The Wyoming State Tribune maintain separate editorial and news staffs with all other departments in common. Both papers are owned by Cheyenne Newspapers, Inc.; Tracy S. McCraken, Chmn. of Board; Robert S. McCraken, Pres.-Pub.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LARAMIE 15,581 15,581-ABC-CZ	Boomerang*, 314 S. 4th St., Tel.: 2176 (m ex Mon.) ⊠ 4,584 Sunday edition (S) ⊠ 4,447	.085 Flat .085 Flat	(I) (UP) (5¢, 10¢S, 35¢w) (West-Holliday Co., Inc.) (R)	Laramie Newspapers, Inc. Tracy S. McCraken, Pres. R. R. Allbaugh, Pub.	R. R. Allbaugh (eep-e) James Howard (me-B)	Alice Stevens (ne) Mike Christopulos (sp) Susan Heizer (we)	James A. Hull (bm) D. L. Templin (cm)	James A. Hull (ad-mga) Tony Bevinetto (cam)	.....

*Effective May 1, 1957, The Daily Bulletin (m) and The Republican and Boomerang (e) were consolidated. Published Morning (e ex Mon.) and (S) under the name of The Boomerang.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
RAWLINS 7,415 7,415-ABC-CZ	Times, 6th at Buffalo, Tel.: 57 (m ex Mon.) ⊠ 3,592	.07 Flat	(I) (UP) (J) (5¢, 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Rawlins Newspapers, Inc. Tracy S. McCraken, Pres. Ted O'Melia, Pub.	Ted O'Melia (e) Bruce Henningson (eep-me)	Paul Weick (sp) Pearl Holmquist (we)	Russell Stout (gm) Neil Clark (cm) R. W. Geddes (com)	Russell Stout (ad) Leo Kiely (cam)	John DeDoes (ms)
ROCK SPRINGS 10,857 11,097-ABC-CZ	Rocket, 215 D St., Tel.: EM 2-3737 (m ex Mon.) ⊠ 5,764 Sunday Miner (S) ⊠ 5,860	.08 Flat .08 Flat	(I-D) (UP) (J) (5¢, 10¢S, 30¢w) (West-Holliday Co., Inc.) (I)	Rock Springs Newspapers, Inc. T. S. McCraken, Pres. D. G. Richardson, Pub.	D. G. Richardson (eep-e)	Wm. G. Hoyt (ne) Martha Jensen (we)	R. H. Johnson (gm-bm) Calvin Jacks (cm) Charles Blasko, Jr. (com)	R. H. Johnson (ad) Helen Pulos (cam) Helen Pulos (cam)	R. H. Johnson (pm-apm) Lewis Zaversnik (ms)
SHERIDAN 11,500 13,500-ABC-CZ	Press (e) ⊠ 7,142	.08 Flat	(R) (AP) (5¢, 35¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Sheridan Newspapers Inc. Fred A. Seaton, Pres. Carl A. Rott, Pub.	Carl A. Rott (eep) Robert Johnson (me)	.....	Carl A. Rott (gm) J. K. Oliver (cm)	Neal Bate (mga)	Otto Manning (ms)
WORLAND 4,202 4,202-ABC-CZ	Northern Wyoming Daily News, 8th & Robertson, Tel.: 38 or 39 (m ex Mon.) ⊠ 5,291	.07 Flat	(I) (CT-NYN, UP) (5¢, 2wks. 55¢) (West-Holliday Co., Inc.)	Big Horn Basin Newspapers, Inc. Tracy S. McCraken, Pres. Hugh K. Knoefel, Pub.	Hugh K. Knoefel (eep-e-me) Don H. Peterson (ce)	Don H. Peterson (ne) Wm. Daniel (sp) Phyllis Holland (we)	Hugh K. Knoefel (gm-bm) William C. Herring (cm)	Elmer R. Downing (ad-mga-ram) Clara Daniels (cam)	Hugh K. Knoefel (pm) Elmer R. Downing (apm) Wm. A. Woodhams (ms)

STOP

DOMINION OF CANADA

ALBERTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
CALGARY 129,060 177,861 ('56 Cen.) 191,995-ABC-CZ	Albertan, 10 Ave. & 8th St.W., Tel.: AM 6-2001 (m ex Sat.) ⊠ 35,298 (Sat.) ⊠ 36,294	.18 .17 .18 .17	(I) (AP, CanP, BUP) (J) (5¢, 10¢Sat.) (W. H. Austin Co. (Can.) (Henry De Clerque (U.S.)	Albertan Publishing Co. Ltd. G. M. Bell, Pres-Pub.	C. Mowers (eep) A. M. Raymond (e-me)	Tom Moore (sp) Eva Reid (we)	Frank McCool (gm) Sidney McClelland (cm)	Gordon A. Donovan (ad) Geo. Skelton (ram) J. Thompson (cam)	D. Everet (ms)
	Herald, 7 Ave. & 1 St. W., Tel.: AMherst 6-3011 (e) ⊠ 63,889	.23 Flat	(I) (AP, NANA, INS, RN, CanP, SC) (5¢, 10¢Sat.) (Cresmer & Woodward, Inc. (U.S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd. Basil Dean, Pub.-V.P. Fane Polley (Sec.-Treas.)	A. W. Snaddon (eep) R. L. Sanburn (e) W. B. Drever (ce)	J. W. Brehaut (ne) Gordon Hunter (sp) Vera Willmore (we)	E. D. Waines (bm) Malcolm McCallum (cm)	G. E. Hall (mga) L. W. Roper (am-ram) A. J. Hilton (cam)	Lorne Kennedy (pm) G. Jackson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
EDMONTON 159,631 238,353 ('57 Census) 246,561-ABC-CZ	Journal, 10006 - 101 St., Tel.: 2-5171 (e) 99,916 .32	Flat	(I) (AP, RN, CanP, CDN, NANA, ONA, SC) (5¢, 10¢Sat., 35¢w) (Cresmer & Woodward, Inc. (U. S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Ltd. Co. P. S. Fisher, Pres. W. A. MacDonald, Pub.	D. MacDougall (e) George Stout (ce-ne)	Hal Pawson (sp) Mrs. Ruth Bowen (we)	T. G. Brown (bm) W. H. Campbell (cm)	John S. Ward (ad) E. Smalian (ram) Bryson Stone (mga) K. Thatcher (cam)	E. Short (ms)
LETHBRIDGE 22,947 31,120 ('56 Cen.) 29,462-ABC-CZ	Herald, Tel.: JA 7-1101 (e) 16,330 .11	Flat	(I-L) (AP, BUP, TS, CanP) (J) (5¢, 10¢ Sat., 35¢w) (Henry DeClerque, Inc. (U.S.) T. G. Vatcher & Co., Ltd. (Canada)	Lethbridge Herald Co., Ltd. Hugh P. Buchanan, Pres.-Pub. James M. Manson, Exec. V.P.	Peter Hepher (eep) Hugh P. Buchanan (e) William Hay (assoc. e) C. F. Steele (assoc. e) Don H. Pelling (me) George A. Yackulic (ce)	Murray Brown (ne) Don Maclean (sp) Doris Neden (we)	R. W. Ward (cm) James M. Morson (gm)	T. H. Adams (mga)	E. H. Middletown (ms)
MEDICINE HAT 16,364 20,621 ('56 Cen.) 20,826-ABC-CZ	News (e) 5,844 .08	Flat	(I-L) (AP, CanP) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc.) (U.S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Medicine Hat News, A Division of the Southam Co., Ltd. Philip S. Fisher, Pres. Fred McGuinness, Pub.	Wm. MacPherson (e-eep)	J. B. Parsons (ne) Pete Nodeau (sp)	S. W. Wilkinson (bm) Robert J. Worth (cm)	Allan Phillips (ad)	

BRITISH COLUMBIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
KAMLOOPS 8,000 8,884 ('56 Cen.) 13,769-ABC-CZ	Sentinel, 206 Seymour St., Tel.: 1000 (e) 6,694 .09	Flat	(I) (CanP) (Thomson Newspapers, 44 King St. W. Toronto)	Kamloops Sentinel Ltd.	Glyn Lewis (eep-e)	Glyn Lewis (ne)	Ronald White (gm-bm) C. T. Fowles (cm)	Frank Johnson (ad-mga-ram-cam)	Frank Johnson (apm) Romaine Newman (ms)
KELOWNA 8,924 '56 Cen. 9,181 '57 Est.	Daily Courier (e) 4,608 .08	Flat		Thomson Co. Ltd. R. P. Maclean, Pub.	W. Beaver Jones (e)	G. Inglis (sp) Mrs. A. Winsby (we)	L. J. Coulas (gm) L. J. Coulas (bm) A. Prokopetz (cm) R. Forrest (cd)	R. Hetesi (am) Mrs. J. McLeod (cam)	G. Ough (ms)
NANAIMO 7,196 12,570 ('56 Cen.) 14,157-ABC-CZ	Free Press, 225 Commercial St., Tel.: 2620 (e) 6,738 .08	Flat	(I) (RN, CanP, TS) (J) (Johnson, Kent, Gavin & Sinding, Inc.)	Nanaimo Free Press A Thomson Newspaper	James B. Curran (me) Harry Moffat (ce)	James B. Curran (ne) A. Morrison (sp)	W. J. Lupton (gm) Eric Gaisford (cm)	G. R. Summerfield (ad-mga-ram-cam)	Geo. Summerfield (pm)
NELSON 6,772 7,117 ('56 Cen.) 10,393-ABC-CZ	News, 266 Baker St., Tel.: 1-844 (m) 8,796 .09	Flat	(I) (AP, CanP, TS) (J) (6¢, 35¢w) (A. H. Halladay)	News Pub. Co., Ltd. R. H. Green, Pres. C. W. Ramsden, Pub.	F. B. Pearce (eep-ce) A. W. Gibbon (e)	A. W. Gibbon (ne) J. Short (sp) L. Holmes (we)	C. W. Ramsden (gm) J. Smith (cm)	J. A. Jackson (ad-mga) F. Bryan (ram)	J. A. Jackson (apm) R. Jarrett (ms)
NEW WESTMINSTER 28,639 31,357 ('56 Cen.) 31,665-ABC-CZ	British Columbian. Tel.: LAkeview 1-2622 (e) 14,350 .13	Flat	(I) (UP, BUP) (J) (5¢, $1.00mo) (Thos. F. Clark Co. (U.S.), W. H. Austin & Co., Ltd.) (Canada)	Columbian Co., Ltd.	I. E. Hambly (e)	Al. Forrest (sp)	M. E. Stevenson (bm)	R. W. Ballantyne (co-mgrs.)	W. H. Fulton (ms)
PENTICTON 11,894	Herald (*e) 3,899 .08	Flat	(Thomson Dailies) (5¢) (Johnson, Kent, Gavin & Sinding, Inc.)	Class "A" Newspapers G. J. Rowland, Pub.	G. J. Rowland (e)		R. G. Shrier (gm)		
	*originally published Mon. Wed. & Fri. Now pub. daily.								
PRINCE GEORGE 10,563-CZ	Citizen (d ex Sat.) 5,389 .09	Flat	Class "A" Newspapers of Canada. (7¢)		T. F. Hammond (e)		H. G. Kennedy (gm)	M. E. Goodman (am)	
PRINCE RUPERT 8,546 10,381 ('56 Cen.) 10,498-ABC-CZ	News, P.O. Box 548. Tel.: 4125 (e ex Sat.) 3,148 .09	Flat	(I) (CanP) (10¢) (T. E. Vatcher & Co., Ltd.) Toronto 1, Ont.	Prince Rupert Daily News, Ltd. John F. Magor, Pres.-Pub.	John F. Magor (eep)	J. R. Ayres (ne) Harvey Gay (sp) Mrs. Geo. Brown (we)	G. P. Woodside (cm)	G. P. Woodside (mga)	Michael D. Montesano (ms)
TRAIL 11,430 11,319 ('56 Cen.) 13,771-ABC-CZ	Daily Times, 1163 Cedar Ave., Tel.: 2151 (e) 5,433 .09	Flat	(I) (CanP) (J) (5¢, 30¢w) (none)	Trail Times Ltd. R. H. Green, Pres. W. A. Curran, Pub.	W. A. Curran (eep-e-me)	Bruce Hogle (ne) Vern Simaluk (sp) Jean Ogilvie (we)	W. A. Curran (gm) D. K. Smith (bm)	G. Rauch (ad-mga-ram-cam)	G. Rauch (apm) W. M. Lobb (ms)
VANCOUVER 344,833 361,952 ('56 Cen.) 498,348-ABC-CZ	Province. 198 W. Hastings St., Zone 3, Tel.: PAcific 4211 (m) 131,811 1.00*	Flat	(I) (AP, CanP, CDN, INS, SC, RN) (7¢ d, 14¢Sat., $1.50 mo) (Cresmer & Woodward, Inc. (U.S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd., Toronto, Ont. P. S. Fisher, Pres. A. W. Moscarella, Pub. Ross Munro, Asst. Pub.	Alan Jessup (eep) Ross Munro (e) William Forst (me) Bruce Larsen (ce)	Stanley Sutherland (ne) M. J. Moore (Su) Alf. Cottrell (sp) Miss Pat Wallace (we)	C. F. Bailey (gm) G. E. Medlin (cm) F. P. Duncan (com)	B. M. Carter (ad) Frank McGirr (ram) Robert Watson (cam)	W. Hughan (ms) D. E. Fergusson (ms)
	*Rate includes insertion in the Sun (evening)			NOTE: The Vancouver Sun (e) and The Province (m) are owned by Pacific Press Ltd., which operates accounting and all mechanical departments. Edit., Adv., Cir., and Prom. Depts., of the two papers are independent and competitive under their respective publishers.					
	Sun, 500 Beatty St., Zone 3, Tel.: TAtlow 1141 (e) 191,031 1.00*	Flat	(I-L) (CanP, BUP: AP, UP) (J) (7¢, 14¢Sat. $1.50mo) (Cressmer & Woodward (U.S.) R. C. Boyd (Toronto), M. Benison (Montreal)	Sun Pub. Co., Ltd. D. C. Cromie, Pres.-Pub. J. L. Dampier, Asst. Pub.	Cliff MacKay (eep) H. Koshevoy (me) Earl Smith (ce) D. Stainsby (e)	D. Driver (ne) J. Richards (sp) N. Lang (we)	J. J. Rooney (bm) H. F. Gates (cm)	J. M. Lecky (ad) J. Toogood (mga) G. Crossley (ram) J. Gardiner (cam)	A. McLellan (pm) W. Hughan (prod. man.)
	*Rate includes insertion in The Province (morning).								
VICTORIA 51,331 53,088 ('56 Cen.) 106,990-ABC-CZ	Colonist, 2631 Douglas St., Tel.: Colonist, 3-4111; Times, 2-3131; Victoria Press Limited, 2-7211 (m ex Mon.) 29,080		(C) (NANA, CanP, BUP) (J) (10¢, 14¢S, $1.50mo-city, $1.50 mo-country)	Victoria Press Ltd. G. M. Bell, Pres. Stuart Keate, Vice-Pres. and Pub.-Times Seth R. Halton, Pub.-C	S. Graves (eep-e) Laurie Joslin (ce) F. C. Barnes (me)	W. T. Galt (ne) J. Tang (sp) Mrs. D. Wrotnowski (we)	J. C. Melville (com) S. Kidd (cir. dir.)	H. L. Alexander (ad) E. Sidaway (cam) Wm. Erb (ram)	Frank Mack (prod. mgr.)
	Times (e) 23,213		(I-L) (AP, BUP, CanP RN) (J) (10¢, 14¢ Sat., $1.50mo-city, $1.50mo-country) (Cresmer & Woodward, Canadian Division-U.S.) (W. H. Austin & Co-Canada)		Bruce Hutchison (e) Brian Tobin (eep) Leslie Fox (me) Lloyd Baker (ce)	W. E. Walker (ne) Audrey D. Johnson (Su) Douglas Peden (sp) Bessie Forbes (we)			
	Combined edition (me) 52,293 .31	Flat							
	Colonist (S) 32,746								
	Evening & Sunday (eS) 55,959 .32	Flat							
				NOTE: The Daily Colonist and the Victoria Daily Times are editorially separate, operating with business, advertising, circulation and mechanical departments under a joint publishing company known as Victoria Press Limited with G. M. Bell, President; Stuart Keate, Vice President; J. C. Melville, Financial Comptroller; H. L. Alexander, Advertising Director; S. Kidd, Circulation Director.					

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
MANITOBA										
BRANDON 20,598 24,579 ('56 Cen.) 24,796-ABC-CZ	Sun, 24 Tenth St., Tel.: 5351 (e) ABC 9,044	.09	Flat	(I) (CanP) (J) (7¢, 35¢ w) (Henry De Clerque, Inc. (U.S.),	The Sun Pub. Co., Ltd. E. H. Whitehead, Pres. E. C. Whitehead, Pub.	L. D. Whitehead (e) H. L. Crawford (me)	James Reid (ne) E. Donnelly (we)	G. Keith Lewis (gm) W. G. Ames (cm)	L. V. Smith (ad) John T. Howard (mga-ram)	W. G. Ames (ms)
FLIN FLON 9,899 10,155 ('56 Cen.) 10,234-ABC-CZ	Daily Reminder, 38 Main St. (e) ABC 2,623	.05	Flat	$4.00 Yr.	Reminder Publications T. W. Dobson, Pub.	T. W. Dobson (e)	Mrs. Alma Mardiss (we)		Elva Senyk (am)	
PORTAGE LA PRAIRIE 8,511 10,374 ('56 Cen.) 10,525-ABC-CZ	Graphic, Tel.: 7-3427 (e) ABC 2,217	.06	Flat	(I) (CanP) (5¢, 20¢w, 72¢mo) (E. P. Findlay)	Vopni Press, Ltd. W. H. Vopni, Pres.-Pub.	W. H. Vopni (eep-e)	G. E. Moffat (ne)		Ian A. McKenzie (ad)	
WINNIPEG 235,710 255,093 ('56 Cen.) 412,248-ABC-CZ	Free Press, 300 Carlton St., Tel.: WHitehall 3-9331 (e) ABC 115,376	.30	Flat	(I-L) (CanP, NYHT) (5¢, 10¢Sat. 30¢w) (Henry DeClerque, Inc. (U.S.) Canada Permanent Bld. Toronto, Ont. (Eastern Canada)	Winnipeg Free Press Co., Ltd. Victor Sifton, Pres.-Pub. R. S. Malone, Vice-Pres.	Thomas Kent (eep-e) Wm. Metcalfe (me) Albert Boothe (ce)	John Gordon (ne) Maurice Smith (sp) Mrs. Pearl L'Ami (we)	J. D. Cameron (cm-city) J. Trifunov (cm-ctry)	W. R. MacMorran (ad-mga-ram-cam)	J.D. Cameron (pm) J. R. Owen (ms)
	Tribune, 257 Smith St., Zone 9, Tel.: WHitehall 2-8101 (e) ABC 71,714	.22	Flat	(I) (AP) (CanP, RN, SC, NANA) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc. (U. S.) The Southam Newspapers, Adv. Service Dept. (Canada)	The Southam Co., Ltd. (Winnipeg Tribune Div.) Fred S. Auger, Pub.	G. Carlyle Allison (eep-ed. in chief) Eric Wells (me) Val Werier (ce)	Charles MacFarlane (ne) J. Meek (sp) Margaret Laidlaw Hood (we)	S. Sigesmund (cm) A. G. Mahon (com)	C. B. Hinman (ad) J. Cunningham (cam) H. M. Lewis (mga)	Kevin Miller (pm) C. Anning (prod. mgr)
NEW BRUNSWICK										
FREDERICTON 16,000 18,037 ('56 Cen.) 23,776-ABC-CZ	Gleaner, Tel.: 6671 (e) ABC 12,165	.10	Flat	(I) (AP, RN, CanP) (5¢, 30¢w)	Gleaner, Ltd. J. M. S. Wardell, Pres., Man. Dir. & Pub.	C. L. Woods (me) H. P. Wood (eep)	D. A. MacLennan (ne) D. J. Riley (sp) Jayne Ellen (we)	H. Glew (bm) G. A. Kilcup, (cm)	A. S. Roe (ad)	Ivan McDonald (ms)
MONCTON 27,334 35,568 ('56 Cen.) 43,539-ABC-CZ	L'Evangeline (French), Tel.: 4-9136 (m) ABC 8,303	.08	.08	(I) (CP, AP) (J) (5¢, 25¢w, 60¢mo) (Vern B. Moore)	L'Imprimerie Acadienne, Lt'ee Adeland Savoie, Pres. Emery LeBlanc, Pub.	Emery LeBlanc (eep-e-me)	Jean Hubert (ne) Gaston Pepin (sp)	Rodolphe LeBlanc (gm-bm) Euclide Daigle (cm)	Emery LeBlanc (ad-mga) Jos. Gould (ram) Yvoiv Goguen (mga-cam)	Emery LeBlanc (pm-apm) Desire LeBlanc (ms)
	Times, 828 Main St., Tel.: EV 4-3354 (m) ABC 11,816 Transcript (e) ABC 12,293 Combined daily (me) ABC 24,109	.14	.12	(I-L) (BUP, CanP) (*Sat.) (J) (5¢, 10¢ Sat., 35¢w) (E. P. Finlay)	Moncton Pub. Co., Ltd. J. K. Grainger, Pres. Pub.	F. Robb (eep) A. J. Hicks (ne) Ed. W. Larracey (me) A. MacDonald (ce)	Dave McKay (ne) E. St. Pierre (sp) Jean Cook (we)	B. W. Isner (gm) H. Crawford (crm) L. Dorman (cm)	B. J. Parsons (ad-ram) Miss F. MacWilliam (mga)	B. J. Parsons (apm) C. G. Wilson (ms)
SAINT JOHN-LANCASTER 51,883 (SJ '56 Cen.) 12,320 (L*) 70,862-ABC-CZ	Telegraph-Journal, 23 Canterbury St., Tel.: OX 3-2414 (m) ABC 24,989 Times-Globe (e) ABC 20,045 Combined Daily (me) ABC 45,034	.26	.22	(I) (CanP) (5¢, 10¢Fri. T-J, 10¢Sat. T-G 40¢w) (Cresmer & Woodward Inc.)	New Brunswick Pub. Co., Ltd. T. F. Drummie, Pres-Pub.	Stuart Trueman (eep-e) Ralph Costello (me)	D. J. Merzetti (sp) Mrs. F. G. Sancton (we)	L. W. Bewick (bm) A. R. Marr (cm)	P. H. Butler (ad) T. Crowther (am)	H. J. Whyte (ms)
	*Fairville, Beaconsville & Milford incorporated as city of Lancaster since 1951 census.									
NEWFOUNDLAND										
CORNER BROOK 10,276 23,128 ('56 Cen.) 23,520-ABC-CZ	Western Star, Brook St., Tel.: 4346-47-48 (e ex Sat.) 6,058 Week end edition (Sat.) 6,879	.08 .08	Flat Flat	(I) (CanP, TS) (J) (5¢, 40¢w)	Western Ptg. & Pub., Ltd. J. M. Herder, Pres.	E. Finn (eep) W. McKay (me) T. E. Buck (ce)	E. Finn (sp) Mrs. P. Lees (we)	Wallace McKay (gm-bm) Scott Simmons (cm)	Wallace McKay (ad) John Adderley (mga-ram) Edna Humber (cam)	John Adderley (pm) B. J. Butler (ms)
ST. JOHN'S 52,873 56,694 ('56 Cen.) 52,873-ABC-CZ	Herald, 286 Duckworth St., Tel.: 2901 or 2049 (S) ABC	.19	.12	(I) (CT-NYN, INS, TS) (J) (5¢) (Bill Flynn, Toronto) (Browne & Co. (U.S.)	Sunday Herald, Ltd. W. G. Stirling, Pub.		D. Jamieson (ne) G. Stirling (Su) T. Byrne (sp) M. Reid (we)	C. Noseworthy (bm) D. Morris (cm)	H. Sellers (ad-mga)	C. Henderson (pm-apm) H. Moore (ms)
	News, Tel.: 2177-8-9 (m) ABC 9,198	.065	Flat	(I) (CanP, AP, RN) (W. H. Austin & Co., Toronto)	Robinson & Co., Ltd.	Hon. J. S. Currie (e-me)	D. Siebert (sp)	L. C. Currie (gm-bm) E. Kelly (cm)	A. B. Butt (ad)	A. B. Butt (apm) J. Garland (ms)
	Telegram, Tel.: 2191 (e) ABC 19,264 Saturday edition (Sat.) ABC 22,942	.10 .10	Flat Flat	(I) (AP, NANA, DNA, RN, CanP) (*Sat.) (5¢, 15¢Sat., 40¢w) (T. G. Vatcher & Co., Ltd.)	Evening Telegram, Ltd. J. M. Herder, Pres.	C. E. A. Jeffery, M. B. E. (eep-e) S. R. Herder (ce-me-ne)	Harold Horwood (ae) Harvey Clarke (sp) Miss Sylvia Wigh (we)	H. C. Herder (gm) R. F. Martin (bm) H. C. Herder (cm)	H. C. Herder (ad) J. G. Green (mga-ram-cam)	H. C. Herder (pm-apm) H. V. Tuff (ms)
NOVA SCOTIA										
AMHERST 9,870 10,167 ('56 Cen.) 10,301-ABC-CZ	News (m) ABC 3,914	.07	Flat	(P-C) (CanP) (J) (5¢, 30¢w) (T. G. Vatcher & Co., Ltd.)	News-Sentinel Ltd. P. C. Black, Pres.-Pub. Miss M. Melanson, Sec'y.	N. S. Sanford (eep) R. W. Andres (e-me)	R. W. Andres (ne) Miss A. E. Crease (we)	R. W. Andres (gm) Miss M. Melanson (bm) Mrs. Inez McPherson (cm)	Miss M. Melanson (mga) Fred Craft (ram)	
HALIFAX 85,589 90,871 ('56 Cen.) 149,759-ABC-CZ	Chronicle-Herald, Tel.: 3-7221 (m) ABC 63,379 Mail-Star (e) ABC 41,149 Combined daily (me) ABC 104,528	.34	Flat	(I) (CanP, BUP) (5¢, 35¢w, $1.50mo) (E. A. Williams (Can.) (Ward-Griffith Co., Inc.) (U.S.)	The Halifax Herald, Ltd. G. McL. Daley, Pres. G. W. Dennis, Pub. D. A. Morrison, V.P. R. J. Rankin, V.P.-Public Relations	Eric R. Dennis (e) F. W. Doyle (me) C. R. McElhiney (gne) W. J. McCall (ce-MS)	D. Nicol (ne-CH) W. J. Foley (sp-CH-MS) Miss F. Harris (we)	G. W. Dennis (gm) D. A. Morrison (com) I. B. MacCallum (cm)	W. L. Browne (am-ad) A. L. Redden (nam) V. R. Gormley (cam)	P. Doherty (ms)
NEW GLASGOW 9,933 9,950 ('56 Cen.) 22,930-ABC-CZ	News (e) ABC 8,333	.09	.07	(P-C) (AP, CanP) (5¢, 30¢w) (E. P. Finlay & Co.)	Scotia Printers, Ltd. J. R. H. Sutherland, Pres.-Pub.	J. R. H. Sutherland (eep-me) P. M. MacKenzie (ce)	Wilkie Taylor (ne) R. Fraser (sp)	J. W. H. Sutherland (bm) James Tibbetts (cm)	J. W. H. Sutherland (ad-mga-ram)	J. W. H. Sutherland (pm-apm) F. S. Moore (ms)
SYDNEY 31,317 31,736 ('56 Cen.) 37,103-ABC-CZ	Cape Breton Post (e) ABC 26,695	.16	.15	(I) (CanP) (5¢, 10¢Sat., 35¢w, $1.25mo) (W. F. L. Edwards & Co.)	Post Pub. Co. Ltd. Mrs. C. P. Duchemin, Pres. Roy D. Duchemin, Pub.	Roy D. Duchemin (me) Don MacKenzie (ce)	T. L. Guy (ne) Aubrey Keizer (sp) Sybil Freestone (we)	Roy D. Duchemin (gm) Clifford LeCouteur (bm) Ken Petrie (cm)	W. J. Moore (ad) R. C. Duchemin (mga) Walter Hemphill (cam)	
TRURO 10,756 12,032 ('56 Cen.) 14,465-ABC-CZ	News Tel.: 4441 (e) ABC 3,582	.05	Flat	(I) (CanP, TS) (5¢, 25¢w) (none)	News Pub. Co., Ltd. J. M. Murphy, Pres.-Pub.	J. M. Murphy (eep-e-me) Archie MacNeil (ce)	Archie MacNeil (ne-sp)	J. M. Murphy (gm-bm) R. Peppard (cm)	W. B. Foster (mga-ram-cam)	J. M. Murphy (pm) W. B. Foster (apm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

ONTARIO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BELLEVILLE 19,519 '51 Population 20,500 '56 Population 23,213-ABC-CZ	Ontario-Intelligencer (e) ⓒ 11,006 .09	Flat	(I) (AP, TS, INS, CanP) (J) (5¢, 30¢w) (none)	Ontario Intelligencer, Ltd. W. H. Morton, Pres.-Pub.	R. Payne (eep) G. A. Morton (me) C. D. Tice (ce)	G. H. Carver (sp) Mrs. A. Henderson (we)	W. H. Morton (gm) D. McFadden (cm)	Fred H. Barton (mga) Sally Mastenbrook (cam)	Fred H. Barton (apm) Cecil Ling (ms)
BRANTFORD 36,727 51,557 ('56 Cen.) 51,869-ABC-CZ	Expositor, 51 Dalhousie St., Tel.: Pl 3-3131 (e) ⓒ 20,963 .11	Flat	(I) (CanP) (5¢, 30¢w) (none)	Preston & Sons, Ltd. Mrs. W. B. Preston, Pres. John C. Preston, Pub.	C. F. Sanders (eep) P. M. Preston (me)	E. Beare (sp) Mrs. T. Finlay (we)	John C. Preston (gm) F. W. Pollard (bm) S. J. Nasvadi (cm)	J. H. Johnson (ad-mga-ram-cam)	J. H. Johnson (pm-apm) J. Mars (ms)
BROCKVILLE 12,301 13,656 ('56 Cen.) 13,885-ABC-CZ	Recorder & Times, 23 King St. W., Tel.: Diamond 2-4442 (e) ⓒ 8,001 .075	Flat	(I-L) (CanP) (J) (7¢, 30¢w) (T. G. Vatcher & Co., Toronto)	The Recorder Ptg. Co. Ltd. F. B. Maclean, Pres. Mrs. F. B. Maclean, Pub.	F. B. Maclean (eep-e) A. C. Runciman (me)	Gare Wolfram (sp) Miss J. E. MacDowell (we)	A. C. Moore (bm) G. E. Welch (cm)	A. C. Moore (ad) C. S. Paterson (mga-ram-cam)	C. S. Paterson (pm-apm) E. L. Hill (ms)
CHATHAM 21,218 22,158 ('56 Cen.) 22,262-ABC-CZ	News, 45 Fourth St., Tel.: EL 4-2000 (e) ⓒ 14,357 .11	Flat	(I) (AP, CanP, RN, TS) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Thomson Co., Ltd. K. R. Thomson, Pres. J. Keith Stewart, Pub.	Victor Lauriston (eep) Joseph Emmott (e) Ray Munro (me)	Ernie Miller (sp) Mrs. Mary McCoig (we)	J. M. Bowers (gm) J. R. MacDonald (cm)	Jack Ralston (mga-ram-cam)	Keith Stewart (pm) Jack Ralston (apm) Ralph Edwards (ms)
CORNWALL 16,899 17,953 ('56 Cen.) 34,086-ABC-CZ	Standard-Freeholder, 44 Pitt St., Tel.: 1700 (e) ⓒ 13,868 .10	Flat	(I) (AP, CanP) (J) (6¢, 35¢w) (T. G. Vatcher & Co., Ltd.)	The Standard-Freeholder, Ltd. G. D. Fleming, Pres. J. B. McKay, Pub.	J. B. McKay (eep-e) A. E. Gratton (me-ce)	A. E. Gratton (ne) Mrs. B. Bunge (we)	P. S. Robertson (gm-bm) G. S. Crossman (cm)	C. J. Leroux (mga-ram)	
FORT WILLIAM 34,947 40,764 ('57 Cen.) 39,464-ABC-CZ	Times-Journal, N. May St., Tel.: 3-7473 (e) ⓒ 14,905 .10	Flat	(I) (CanP, TS) (J) (5¢, 10¢Sat., 35¢w) (none)	Times-Journal of Ft. William Ltd. F. Murphy, Pres. W. D. Smith, Pub.	W. H. Goodman (eep-me) L. C. Wheatley (ce)		W. D. Smith (gm) G. G. Breckman (bm) F. Jowitt (cm)	G. A. Johnston (adv. dir.) W. R. Skinner (ram) Miss E. Thompson (cam)	
GALT 19,207 23,615 ('56 Cen.) 33,125-ABC-CZ	Reporter, 26 Ainslie St. S., Tel.: 2430 (e) ⓒ 11,399 .09	Flat	(I) (CanP, TS) (6¢, 35¢w, $1.50mo) (Thomson Newspapers (Can.)	Thomson Co., Ltd. K. R. Thomson, Pres. Allan Holmes, Pub.	Allan Holmes (eep) A. F. Herbert (e-me) N. K. Knechtel (ce)	N. Knechtel (ne) George Hogan (sp) R. Crossey (we)	N. D. Hamilton (gm) Lorne Johannes (cm) V. Wilson (bm)	L. B. Leith (mga-ram-cam)	J. T. Hogan (ms)
GUELPH 34,520 '57 33,622 ('56 Cen.) 33,860-ABC-CZ	Mercury, 8-10 Macdonnell St., Tel.: TA 2-4310 (e) ⓒ 12,406 .10	Flat	(I) (AP) (CanP, TS) (RN) (6¢) (Johnson, Kent, Gavin & Sinding, Inc.)	Thomson Co., Ltd. Ken R. Thomson, Pres.	J. F. Collins (e) V. McIlwraith (ce)	R. P. Brimmell (ne) Hugh Bowman (sp) Edythe Cunningham (we)	R. L. Hamill (gm) Douglas Pike (cm)	A. S. Topp (ad-ram)	R. L. Hamill (pm) Harold Belle (ms)
HAMILTON 208,321 ('51 Cen.) 241,039 ('56 Cen.) 289,640-ABC-CZ	Spectator, Tel.: JA 2-6821 (e) ⓒ 98,040 .29	Flat	(I) (AP, BUP, CanP, DJ, UP, SC, RN, NANA, INS) (5¢d, 10¢Sat, 35¢w) (Southam Newspapers Adv. Service Dept. (Can.), Cresmer & Woodward (U. S.)	Southam Co., Ltd. Philip S. Fisher, Pres. Thomas E. Nichols, Pub.	John Parkin (eep) J. G. O'Neil (e) H. T. Acton (ce)	J. Ivan Miller (sp) Mrs. Jas. Mortimer (we)	A. G. Muir (gm) Roy Middleton (cm)	John Muir (ad) J. S. Thomson (mga) Hugh Kay (ram) J. H. Gildea (cam)	J. H. Gildea (pm) J. M. Waite (ms)
KINGSTON 33,459 47,989 ('56 Cen.) 51,771-ABC-CZ	Whig-Standard, 306 King St., Tel.: Li 8-4401 (e) ⓒ 20,524 .11	Flat	(I-L) (CanP, NYHT) (*Sat.) (5¢, 10¢Sat., 35¢w) (none)	The Kingston Whig-Standard Co., Ltd. Hon. W. Rupert Davies, Pres. Arthur L. Davies, Pub.	Arnold Edinborough (e) R. D. Owen (me) C. A. Devlin (ce)	M. J. Rodden (sp) Jean Edwards (we)	Arthur L. Davies (gm) Stuart Crawford (cm)	W. J. Coyle (ad) Fred Madden (ram)	
KIRKLAND LAKE 18,392 16,606-ABC-CZ 19,600 Loc. Est.	Northern News, Duncan Ave., Tel.: 1400 (e) ⓒ 6,037 .08	Flat	(I) (CanP, TS) (*Sat.) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding, Inc.) (Ralph R. Mulligan (U.S.)	Northern News, Ltd. Roy H. Thomson, Pres.	T. O'Laughlin (eep-me-ce)	Mrs. L. Youdell (we)	C. L. Butler (gm) Miss S. Legault (bm) R. J. Hogg (cm)	S. W. Andrews (ad-mga-ram) Mrs. V. Craig (cam)	C. L. Butler (pm) S. W. Andrews (apm) W. Lamb (ms)
KITCHENER-WATERLOO 44,867—Kitchener 11,991—Waterloo 77,337-ABC-CZ 59,209—Kitchener ('56 Cen.) 16,273—Waterloo ('56 Cen.)	Record, 30 Queen St. N., Tel.: SH 5-5651 (e) ⓒ 33,099 .15	Flat	(I) (CanP) (5¢, 30¢w, $1.25mo) (none)	News Record Ltd. John E. Motz, Pres.-Pub. T. H. Kay, V.P.	H. J. Helm (eep) John E. Motz (e) C. B. Schmidt (me)	L. W. Taylor (sp) Frances Denney (we)	E. B. Gardner (gm) J. E. Fehrenbach (cm)	J. C. Anderson (ad) Margaret Morrison (cam)	J. E. Fehrenbach (pm) W. J. Besserer (ms)
LINDSAY 9,603 10,035 ('56 Cen.) 9,603-ABC-CZ	Post (e) ⓒ 2,406 .04† .035† (BUP) (J)			G. H. & R. P. Wilson, Co-Pubs.					
	†.06 and .055 in combination with weekly Post (Thur.), circulation ⓒ 2,402.								
LONDON 95,343 100,634 ('56 Cen.) 140,103-ABC-CZ	Free Press, Richmond St., Tel.: 4-2121 (m) ⓒ 60,050 Free Press (e) ⓒ 38,732 Combined daily (me) ⓒ 98,782 .32	Flat	(I) (CanP, RN, AP) (INS) (6¢, 10¢Sat., 40¢w) (none)	London Free Press Ptg. Co., Ltd. W. J. Blackburn, Pres.-Pub. Miss Nora Foulds, Treas.	A. R. Ford (VP-e) John P. Gore (Ass't me) Wm. Robinson (ce)	Jack Park (sp) Marion Roe (we)	W. G. Trestain (gm) J. M. Hutchison (cm)	C. G. Fenn (mga) Wm. Parkinson (ram) Wm. White (cam)	J. C. Burns (pm) M. T. Parkinson (ms) H. L. Moss (press supt.)
NIAGARA FALLS 22,874 23,442 ('56 Cen.) 42,321-ABC-CZ	Review, Tel.: EL 8-5711 (e) ⓒ 14,463 .10	Flat	(I) (CanP) (J) (5¢, 30¢w, $1.25mo) (T. G. Vatcher & Co., Ltd.)	F. H. Leslie, Ltd. F. H. Leslie, Pres.-Pub.	W. B. Leslie (e) Miss Winnifred M. Stokes (me)	Doug Austin (sp) R. Lindsay (we)	W. B. Leslie (gm) L. B. Lundy (cm)	Wm. A. Sootheran (ad)	
NORTH BAY 17,994 21,020 ('56 Cen.) 26,873-ABC-CZ	Nugget, 259 Worthington St. W., Tel.: GRover 2-3200 (e) ⓒ 13,544 .10	Flat	(I) (P-C) (CanP) (SC) (J) (7¢, 35¢w) (Southam Newspapers) (Cresmer & Wood-Woodward)	North Bay Pub. Co. Ltd. Philip Fisher, Pres. J. F. Grainger, Pub.	C. M. Fellman (eep-e-me) J. B. Jessup (ce)	J. B. Jessup (ne) R. Ethier (sp) Lorraine McGowan (we)	J. F. Grainger (gm) Wm. Sullivan (cm)	Ross Blakely (ad-mga-ram) L. J. Stone (cam)	J. F. Grainger (pm) R. Blakely (apm) M. W. Pringle (ms)
ORILLIA 12,085 14,107 ('56 Cen.) 14,131-ABC-CZ	Packet and Times, 35 Peter St. S., Tel.: FAirview 4-3551 (e) ⓒ 4,472 .07	Flat	(I) (CanP, TS) (5¢, 25¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Thomson Co., Ltd. K. R. Thomson, Pres.	J. B. Lamb (e) J. C. Peters (me-ce)	J. Marshall (ne) B. Shannon (sp) Mrs. B. Teufel (we)	J. B. Lamb (gm) C. E. Wadge (bm) W. Farrell (cm)	C. Frawley (ad) Mrs. W. Farrel (cam)	D. Ridgeway (ms)
OSHAWA-WHITBY 41,545—Oshawa 7,267—Whitby 1956 Cen.: Oshawa - 50,136; Whitby-9,928. 63,865-ABC-CZ	Times-Gazette, 57 Simcoe St. S., Tel.: RA 3-3474 (e) ⓒ 14,708 .11	Flat	(I) (CanP) (J) (5¢, 30¢w, $15.00 yearly) (Johnson, Kent, Gavin & Sinding, Inc.)	Times-Gazette Pubs., Ltd. T. L. Wilson, Pub.	M. M. Hood (eep) F. Lindsay (ce)	C. Gwyn Kinsey (ne) G. H. Campbell (sp) Mrs. J. A. Aldwincle (we)	T. L. Wilson (mga) R. Malcomson (bm) Robt. Wilson (cm)	T. L. Wilson (mga) George E. Wilson (ram)	

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
OTTAWA 202,045 215,113 ('56 Cen.) 334,425-ABC-CZ	Citizen, 136 Sparks St., Zone 4, Tel.: CEntral 6-4545 (e) 60,029 .21	Flat	(I-L) (AP, CanP, INS, SC,) (5¢, 10¢Sat., 35¢w, $1.55mo.) (The Southam Newspapers Adv. Service Dept. (Can.), Cresmer & Woodward (U.S.)	The Southam Co., Ltd. Ottawa Citizen Div. P. S. Fisher, Pres. R. W. Southam (pub)	Frank Swanson (eep) Marshall Yarrow (me) W. P. Mills (ce)	E. C. Marsh (ne) Jack Koffman (sp) Mrs. Mollie Deprose (we)	David I. Ker (exec. asst. to pub.) James Small (bm) Leo McCaffrey (cm)	Leonard W. Gates (ad) Fred C. Brede (mga) James H. Hillock (ram) V. M. Young (cam)	N. G. Guthrie (pm) Leonard W. Gates (apm) E. Robertson (comp. supt.) Edgar Leigh (prod. mgr)
	Le Droit (French), 375 Rideau St., Zone 2, Tel.: CE 6-7431 (e) 28,726 .14	Flat	(I) (AP, through CP, CanP, RN, through CP) Can. Catholic Conf. (CCC) (J) (5¢, 10¢Sat. 30¢w, $1.30 mo) (Own Office) (Toronto), Shannon & Associates, Inc. (U.S.)	Le Syndicat d'Oeuvres Sociales, Ltee. J. A. Gratton, Pub.	C. L'Heureux (eep) Chas Bruyere (me) L. Guibord (ne) Jean Taillefer (ce)	Gerard Bernier (Su) Marcel Fortin and Robert Labelle (sp) Agathe Legault and Darquise Parent (we)	J. A. Gratton (gm-bm) Guy Angers (cm)	H. Edmond Lemieux (ad-mga) H. Tasse (ram) Gerard Lizotte (cam)	Aurele Breton (ms)
	Journal, 237 Queen St., Tel.: CE 6-7511 (e) 61,741 .21	Flat	(I-C) (CanP, AP, BUP, RN) (5¢, 10¢ Sat., 35¢w) E. A. Williams (Can.) Ward-Griffith Co., Inc. (U. S.)	The Journal Pub. Co. of Ottawa, Ltd. M. Grattan O'Leary, Pres.-assoc. ed. I. Norman Smith, V.P., assoc. ed.	M. Grattan O'Leary (assoc. ed) I. Norman Smith (assoc. ed) V. M. Kipp (eep) T. G. Lowrey (me) A. Macdonald (ce)	G. J. Paterson (ne) W. G. Westwick (sp) Jean Southworth (we) G. Dewar (Sat. e)	L. A. Lalonde (gm) Henry Harvey (cm)	T. H. Johnstone (ad) A. P. Werthner (mga) H. Creighton (ram) C. W. Cole (cam)	E. Gurman (ms)
OWEN SOUND 17,491 16,741 ('56 Cen.) 17,491-ABC-CZ	Sun-Times, 290 9th St. E., Tel.: 2400 (e) 12,154 .09	Flat	(I) (CanP) (J) (6¢, 35¢w) (T. Vatcher & Co., Ltd.)	Fleming Pub. Co., Ltd. Donald T. Fleming, Pres.	T. Arthur Davidson (e) Wm. Dane (ce)	Eric Wesselby (sp) Mrs. S. H. Pearce (we)	C. J. McTavish (gm) Donald T. Fleming (cm)	Frank G.Mullin (ad) Mrs. Addie Cant (cam)	George Mead (ms)
PEMBROKE 15,421 ('56 Cen.) 15,434-ABC-CZ	Observer, 186 Alexander St., Tel.: RE 2-3691 (e) 5,450 .08	Flat	(I) (CanP) (Thomson Newspaper Services) Can. (Johnson, Kent, Gavin & Sinding)	Thomson Newspapers	F. O. Hamilton (me)	A. Sheehan (sp) R. Gordon (we)	F. C. Miles (gm) A. Livingston (cm)	F. C. Lantz (ram)	J. Cookson (ms)
PETERBOROUGH 38,272 42,228 ('56 Cen.) 42,698-ABC-CZ	Examiner, 400 Water St., Tel.: RIverside 5-4641 (e) 19,622 .13 .11	Flat	(I) (AP, CanP, TS) (5¢ 10¢Sat., 35¢w) (none)	Peterborough Examiner Co., Ltd.	Robertson Davies (eep) G. W. Craw (me) Robert Hatton (ce)	Cecil Perdue (sp) Margaret Lancaster (we)	H. L. Garner (gm) S. D. Pogue (cm)	W. J. Garner (ad-mga-cam) R. J. Garner (ram)	J. H. McCauley (ms)
PORT ARTHUR 31,161 37,592 ('56 Cen.) 38,136-ABC-CZ	News-Chronicle, 177 Arthur St., Tel.: 4-3535 (e) 13,676 .10	Flat	(I) (CanP) (J) (*) (5¢, 10¢Sat., 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	The News-Chronicle C. B. Binder, Pub.	R. Brownridge (eep) Jack Hughes (ce)	Jack Hughes (ne) Dick Elliott (sp) W. Hammerstead (we)	G. B. Binder (gm) Ray Jensen (cm)	Jack Muir (mga) Helen Jason (cam)	C. B. Binder (pm) Edwin Greaves (ms)
PORT HOPE 6,548 7,465 ('56 Cen.) 7,522-ABC-CZ	Guide (e) 2,339 .05	Flat	(I) (BUP) (J) (5¢, 20¢ w, $7.50 year) (none)	George Wilson & Son Printer & Pub. R. C. Wilson, Pub.	Mrs. R. C. Wilson (me)	F. J. Siegner (ne)	R. C. Wilson (gm) Hope Campin (cam)	Al Morris (ram)	
ST. CATHARINES 37,984 39,415 ('56 Cen.) 39,708-ABC-CZ	Standard, 17-21 Queen St., Tel.: MUtual 5-6511 (e) 25,261 .12	Flat	(I) (CanP J BUP) (J) (5¢, 30¢w, $1.30 mo) (none)	The St. Catharines Standard, Ltd. Harriet L. Burgoyne, Pres. W. B. C. Burgoyne, Pub.	F. H. Whitelock (eep-e) L. N. Smith (me) John Arnett (ce)	D. D. Smith (ne) Jack Gatecliffe (sp) Mrs. E. Marjorie MacKay (we)	W. B. C. Burgoyne (gm-bm) H. H. Turnbull (cm) E. C. Cobley (com)	J. Ross Bates (ad-mga) G. H. McFarlane (ram)	J. Ross Bates (pm-apm) Haydn Morris (ms)
ST. THOMAS 18,173 18,993 ('56 Cen.) 27,503-ABC-CZ	Times-Journal (e) 10,691 .09	Flat	(I) (AP, CanP, RN) (6¢, 35¢w, $1.50 mo)	Times Journal of St. Thomas Ltd. Geo. M. Dingman, Pres.-Pub.	Herbert Ramsay (eep) T. Keith (editor-in-chief) Hugh Agnew (me)	I. B. Murdoch (ne) D. Waite (sp) Mrs. Jo. Carson (we)	G. M. Dingman (gm) G. D. Agnew (bm) W. J. Stewart (cm)	Eugene P. Ray (ad) J. Gillberry (ram) Mrs. O. West (cam)	Eugene P. Ray (pm-apm) Geo. M. Dingman (ms)
SARNIA 34,697 43,132 ('56 Cen.) 48,512-ABC-CZ	Sarnia Observer, 241 Front North, Tel.: DI 4-3641 (e) 15,431 .11	Flat	(I) (CanP, TS) (7¢, 40¢ w) (Thomson Newspapers) (Can.)	Thomson Co., Ltd. R. H. Thomson, Pres. Brian G. Shellon, Pub.	H. G. MacLean (e) G. Lane (ce)	O. N. Wilson (ne) F. Wheeler (sp) Mrs. Marcella Brown (we)	B. G. Shellon (gm) W. Christie (bm) T. Vervoorn (cm)	W. C. Anderson (mga-ram) Mrs. G. Gunn (cam)	W. C. Anderson (pm) G. Morden (ms)
SAULT STE MARIE 32,325 37,073 ('56 Cen.) 37,329-ABC-CZ	Star, Tel.: AI 3111 (e) 14,908 .12	Flat	(I) (CanP) (J) (5¢, 30¢ w) (E. P. Finlay & Co.)	The Sault Star Ltd. Robert L. Curran, Pres.-Pub.	K. J. Brown (ne) John A. Curran (me) Paul Le Butt (eep)	Ken Ballstadt (sp) Mrs. Nan Rajnovich (we)	Robert L. Curran (gm) Wm. Dew (bm) Ernest Thorpe (cm)	D. M. Cohen (mga) A. McCarnen (ram)	C. H. Goodship (ms)
STRATFORD 18,785 19,802 ('56 Cen.) 19,972-ABC-CZ	Beacon-Herald, Ontario St., Tel.: 1000 (e) 9,871 .09	Flat	(I) (CanP) (J) (5¢, 30¢ w) (none)	The Beacon-Herald of Stratford, Ltd. Chas. D. Dingman, Pres.-Pub. James Johnston, Assist. to Pres.	R. C. Keane (eep) Chas. D. Dingman (e) Don Beeney (ce)	T. J. Dolan (ne) L. W. Appel (sp) Mrs. Mollie Graham (we)	Chas. D. Dingman (gm) A. E. O'Loughlin (bm) W. L. Matthews (cm)	Richard C. Stubbs (ad-mga-ram-cam)	Richard C. Stubbs (apm) M. A. Robinson (ms) James Johnston (pm)
SUDBURY 42,410 46,025 ('56 Cen.) 54,262-ABC-CZ	Star, 26 Elm St. W., Tel.: OSborne 5-8355 (e) 29,525 .16	Flat	(I) (CanP) (AP) (7¢, 35¢w*) (Johnson, Kent, Gavin & Sinding, Inc.)	Thomson Co., Ltd. J. R. Meakes, Pub.	J. R. Meakes (e) R. Pitt (eep) George Grace (me)	W. Sillanpaa (ne) D. MacIntosh (sp) Betty Meakes (we)	J. R. Meakes (gm-bm) J. P. Kirwan (cm)	J. R. Meakes (ad) R. W. Pearson (mga) J. Morgan (ram) K. Gray (cam)	J. R. Meakes (pm-apm) W. J. Meakes (ms)
TIMMINS 27,743 31,051-ABC-CZ	Press (e) 9,261 .09	Flat	(C) (I) (CanP, TS) (7¢, 10¢Sat., 45¢w) (Thomson Dailies (Can.) Johnson, Kent, Gavin & Sinding Inc. (U.S.)	The Thomson Co., Ltd. R. H. Thomson, Pres.-Pub.	Gerald H. McPherson (me) T. P. O'Loughlin (ne)	M. Cooper (ne) D. R. McLellan (sp) B. Jelbert (we)	J. E. Ralston (gm) A. W. Smith (cm)	J. M. Legault (ad) F. Guarda (cam)	J. Curtis (ms)
TORONTO 675,754 662,096 ('56 Cen.) 1,132,914-ABC-CZ	Globe & Mail, Tel.: EMpire 8-7851 (m) 251,105 .75 Saturday edition (Sat.)	Flat Flat	(I) (CanP, AP, NYT-BUP, DJ) (5¢) N. L. Hodges (Montreal), Shannon & Associates, Inc. (U.S.)	The Globe and Mail, Ltd. Oakley Dalgleish, Pres.-Pub.	Oakley Dalgleish (e) R. J. Needham (asst. to e) R. J. Doyle (e-weekly) W. Thos. Munns (me) Robert Turnbull (ce)	F. J. Egan (ne) James Vipond (sp) Mrs. Margaret Cragg (we)	E. B. Richards (bm) C. Wilkinson (cm)	S. T. Bardal (ad) R. W. Campbell (asst. ad) Harry Outhet (cam)	Bruce West (pm) James Harrison (ms)
	Star, 80 King St. W., Tel.: EM 3-2211 (e) 378,524 1.00 Star Weekly (Sat.) 842,346 3.75	Flat Flat	(I-L)(CanP, BUP, INS, RN, UP, TS, DJ, AP, CDN) (Sat.*) (J) Daily Star (10¢, 55¢w.home delivered) Star Weekly (15¢) (Ward-Griffith)	The Toronto Star, Ltd. Joseph S. Atkinson, Pres.	B. H. Honderich (eep-e) J. V. Kingsbury (me) Borden Spears (ce)	T. G. Lytle (ne) George F. Rogers (ed.-mag.sect.) Milton Dunnell (sp) Elizabeth Stapleton (we)	E. W. Adnitt (bm) K. A. McMillan (cm)	W. J. Campbell (ad) W. A. Campbell (asst. ad) Walter T. Amos (mga) Martin M. Walker (mga-Star Weekly) G. E. Sutton (ram) W. D. Sutherland (cam)	F. Houston (cl.-apm) W. R. Matteson (plant supt) R. B. Cowan (pm)

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TORONTO —Continued	Telegram, 233 Bay St., Zone 1, Tel.: EM 8-6011 (e) 250,157	.75 Flat	(I) (AP, CanP, UP DJ, BUP-NANA, NYHT, RN) (J) (10¢, 10¢Sat., 60¢ w) John Weir (Montreal) O'Mara & Ormsbee, Inc. (New York) etc. (U.S.) D. A. Goodall, Ltd., 4 Old Burlington St., London W1, England.	Telegram Pub. Co., Ltd. John Bassett, Jr., Pub. and Chairman A. W. J. Buckland, Pres. J. D. MacFarlane, V.P. D. S. Perigoe, V.P., Man. Dir.	J. D. MacFarlane (exec-e) A. W. J. Buckland (e-in-chief) B. T. Richardson (e) A. L. Cole (ce) E. R. McCall (me)	C. T. Nichols (ne) George Duimage (sp) Miss Helen Allen (we)	W. F. Lester (cm) G. V. Ashworth (comtreas.)	F. H. Silman (cam) C. J. Funston (amga) John B. Stark (mga)	Ivan Shaffer (pm) C. J. F. Whitehead (apm) R. G. Grainger (ms)
WELLAND-PORT COLBORNE 15,382—Welland 12,170—Port Colborne 15,935—Welland ('56 Cen.) 13,877—Port Colborne ('56 Cen.) 40,811-ABC-CZ	Tribune, 228 Main St. East, Tel.: WElland 4521 (e) 14,653	.10 Flat	(I) (TS, CanP, RN) (6¢, 35¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	The Thomson Co., Ltd. H. J. Foster, Pub.	T. N. Morrison (me) Peter Pylypiw (ce)	Jack Montgomerie (sp) Mrs. M. Foss (we)	J. P. Dawdy (gm) John Swords (cm)	R. B. Renaud (ad) Mrs. B. Finlay (cam)	
WINDSOR 120,049 120,525 ('56 Cen.) 163,744-ABC-CZ	Star, Ferry St., Tel.: CLearwater 6-5511 (e) 76,652	.28 Flat	(I) (AP, RN, TS, CanP, UP) (J) (5¢, 30¢w, $1.30mo) (Shannon & Associates, Inc.)	The Star Pub. Co. of Windsor, Ltd Hugh A. Graybiel, Pres. Pub.	John Marshall (eep) W. L. Clark (e) W. H. Vaughan (me) R. M. Pearson (ce)	Norman Hull (ne) Douglas Vaughan (sp) Clarice Tapson (we)	Richard A. Graybiel (gm) C. E. Traunicek (assoc. bm) A. H. Fast (com)	Floyd D. Galbraith (ad) William F. Viveash (mga) Wm. M. Hunter (ram) Frank J. Taggart (cam)	William F. Viveash (bm) Donald R. Bell (ms) Chas. McQueen (plant engineer)
WOODSTOCK-INGERSOLL 18,404 Woodstock 6,754 Ingersoll 25,158-ABC-CZ	Sentinel-Review (e) 9,378	.09 Flat	(I) (AP, TS, CanP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Thomson Co., Ltd. K. R. Thomson, Pres.	A. Burman (eep-e-me) R. McKenzie (ce)	W. Major (ne) D. McConnell (sp) G. McGerrigle (we)	C. O. Pickrem (gm-bm) G. Haight (cm)	H. Brown (ad) Wm. Ross (mga-ram) H. Sibley (cam)	C. O. Pickrem (pm-apm) R. Johnson (ms)

PRINCE EDWARD ISLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
CHARLOTTETOWN 15,887 16,446 ('56 Cen.) 16,707-ABC-CZ	Guardian (m) 14,644 Patriot (e) 5,190	.15 Flat .15 Flat	(I) (CanP) (J) (5¢, 30¢ w) (Johnson, Kent, Gavin & Sinding, Inc.)	Charlottetown Guardian (Div. The Thomson Co., Ltd.) Ian A. Burnett, Mgr.	Frank Walker (e) J. E. Burnett (me)		G. M. Burnett (bm) T. F. Fitzgerald (cm)	W. R. Burnett (ad)	

QUEBEC

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
CHICOUTIMI 23,216 24,379 ('56 Cen.) 35,462-ABC-CZ	Le Progres du Saguenay (French), 316 Labrecque Ave., Tel.: Liberté 3-4474 (e) 3,584	.08 Flat	(I) (CanP, TS) (J) (E. A. Williams, Toronto and Montreal)	L'Imprimerie du Saguenay, Ltée. J. A. Girard, Pres.	Benoit Massicotte (me) Cyrille Guay (ce)	Benoit Massicotte (ne) Gilles Goyette (sp) Mathilde Casgrain (we)	Léopold Tremblay (gm) J. M. L'Heureux (cm) Fernando Beaulieu (crm)	Marcel Séguin (ad)	Victor Leclerc (ms)
GRANBY 21,989 27,061 ('56 Cen.) 27,095-ABC-CZ	La Voix de l'Est (French), 136 rue Principale, Tel.: FRontenac 2-5433 (e) 5,472	.08 Flat	(I-L) (CanP*) (J) (5¢ 30¢w) (E. A. Williams (Can.)	La Voix de l'Est Limitée Aime Laurion, Pub. Man. Dir.	Rolland Gagné (eep) Roland Charbonneau (ce)	Bernard Brodeur (sp) M. A. Philibert (we)	Aime Laurion (gm-bm) Henri Champagne (cm)	Rolland Mallette (ad)	Paul Thibodeau (ms)
MONTREAL 1,021,520 1,094,448 ('56 Cen.) 1,620,758-ABC-CZ	Le Devoir (French) (m) 25,329	.15 Flat	(I) (CP) (5¢)	L'Imprimerie Populaire Ltée. Gerard Filion, Pres.-Pub.	Gerard Filion (eep-me) Marcel Thivierge (ce)	Marcel Thivierge (ne) Xiste Narbonne (sp) Miss Germaine Bernier (we)	Arthur Lefebvre (gm) G. Baillargeon (cm) A. Lefebvre (com)	Marcel Payette (ad)	Paul Cadieux (pm) Paul Vachon (ms)
	Gazette, 1000 St. Antoine St., Zone 3, Tel.: UN 6-3561 (m) 104,178	.32 Flat	(I-C) (AP, CanP, DJ, NYT, RN) (5¢, 30¢ w) (J) (G. S. Willcocks) (Toronto), F. A. Smyth (England) Gilman, Nicoll & Ruthman (U. S.)	Gazette Ptg. Co., Ltd. C. H. Peters, Pres. John Bassett, C. of B.	Harry J. Larkin (me) W. Christopherson (ce) E. A. Collard (e)	Alan Randal (ne) Dink Carroll (sp) Miss Hilda Meehan (we)	Harry J. Larkin (bm) Louis T. Colvey (cm)	Allan B. Wilgar (ad) J. F. Evans (mga) G. O. Crocket (ram) J. Henderson (cam)	Richard S. White (pm) J. M. Henderson (apm) William Mitchell (ms)
	Montreal-Matin (French), 1124 Marie Anne St. E., Zone 34, Tel.: LA 4-1171 (m ex Sat.) 85,796 Saturday edition (Sat.) 62,625	.20 Flat .20 Flat	(I) (BUP, TS) (J) (5¢) (Allin Associates, Toronto)	Federation des Journalistes Canadienne, Inc. Charles Bourassa, Pub.	Joseph Bourdon (e)	C. Verdon (ne) J. Beauchamp (sp)	Ray Bourassa (bm) J. P. Begin (cm)	J. De Serres (mga)	A. Bessette (ms)
	(La) Patrie (French), 180 St. Catherine St., E., Zone 18, Tel.: UN 1-2701 (S) 229,570	.50 Flat	(I) (CanP, BUP, AP) (*S) (J) (15¢) (Hugh Rose & Basil Brown) (Toronto), (Ralph R. Mulligan) (U.S.)	La Patrie Pub. Co. Ltd. A. DuTremblay, Pres. & Pub. R. DuBois, Secy.-Treas.	O. Mayrand (eep) R. Duhamel (me)	F. Ouellitte (ne)	Roland Dubois (bm) A. LaPerrière (cm)	R. G. Peddie (ad)	J. A. Armstrong (apm)
	(La) Presse (French), 7 St. James St. W., Tel.: HArbour 1261 Canadian Edition (e ex Sat.) 219,354 Saturday edition (*Sat.) 242,012 U. S. A. edition (e ex Sat.) 5,234 Saturday edition (Sat.) 5,234 Total circulation (e ex Sat.) 247,246 (Sat.) 247,246	.... .70 .70	(I) (CanP) (S. L. Rees (Toronto), Shannon & Associates Inc. (U. S.)	La Compagnie de Publication de la Presse, Ltee. (*Sat.) Mrs. Angelina-Berthiaume Du Tremblay, Pres.-Pub.	Eugene Lamarche (me) Herve Major (ce)	Marcel Desjardins (sp) Laure Hurteau (we)	Mrs. Angelina-Berthiaume Du Tremblay, (gm) L. Desjardins (cm)	J. P. Hogue (ad) J. Lucien Poirier (asst. am) P. Mailloux (ram) Miss Y. Robitaille (cam)	G. Robitaille (pm) E. N. Gougeon (gen. super.)
	Le Dimanche Matin (French), 5707 Christophe-Colomb, Tel.: CR 4-2501 (S) 72,940	.25 Flat	(I) (BUP) (UP) (10¢)	Le Dimanche Matin, Ltd. Jaques Francoeur, Pres.-Pub.	Jaques Francoeur (me)	Jack Fortén (ne) Armand Jokisch (sp)	Robert Allard (gm) Berthold Brisebois (cm)	René Benoit (ad)	
	(Le) Petit Journal (French), 5460 Royal Mount Ave., Zone 9, Tel.: RIverside 7-3501 (S) 271,560	.60 Flat	(I) (BUP, CDN, CTNYN, INS, NYHT, NANA, TS, UP) (15¢S) (Curt Davis, Toronto - mgr.) Henry de Clerque, Inc. (U.S.A.)	Le Petit Journal, Inc. R. Maillet, Pres.	J. C. Harvey (e) Pierre Paul LaFortune (me) Pierre Gascon (ce)	Paul Rochon (sp) Madeleine Vaillaneant (we)	Paul N. DeTilly (bm) R. Archambault (cm)	J. Laurent Leduc (ad) A. E. Baillargeon (mga)	J. L. Leduc (apm)

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MONTREAL ..... —Continued	Le Photo Journal (French), 5460 Royal Mount Ave., Zone 9, Tel.: Riverside 7-3501 (Sat.) 139,900	.28 Flat	(I) (BUP, CDN, NANA, CT-NYN, INS, NYHT, ONA, TS, UP) (10¢) Toronto Office: 30 Bloor St., W. Henry de Clerque, Inc. (U.S.)	LePetit Journal, Inc.... R. Maillet, Pres.	J. C. Harvey (e)..... Pierre Paul Lafortune (me)	Serge Dussalt (ne)	Paul N. deTilly (bm) ..... J. Archambault (cm)	J. Laurent Leduc (ad) .. Don Wyad (mga)	J. L. Leduc (apm)
	Star, 245 St. James St. W., Zone 1, Tel.: VIctor 5-5101 (e ex Sat.) 163,686 Saturday edition (Sat.) 179,346	.45 Flat .48 Flat	(I) (CanP, AP, NANA, BUP, NYHT, RN, UP) (5¢, 10¢Sat., 35¢w, $1.50mo) J. Bannon (Toronto), O'Mara & Ormsbee, Inc. (U.S.)	Montreal Star Co., Ltd. John G. McConnell, Pres.-Pub.	George V. Ferguson (chief-e) Kenneth S. Edey (me) Richard H. Haviland (ce)	Dermot O'S. Baker (ne) Harold Atkins (sp) Harvey O. Higgins (we)	R. L. Brown (gm)..... W. F. C. Keyton (cm)	Eric M. Wilson (ad)..... Mrs. D. Bruneau (cam)	W. S. Eager (apm) D. H. Parker (pm)
QUEBEC..... 164,016 166,996 ('56 Cen.) 305,204-ABC-CZ	Chronicle-Telegraph, 255 Blvd. St. Sacrement, Zone 5, Tel.: 7-2591 (e) 5,836	.09 Flat	(P-C) (AP, CanP, RN) (*Sat.) (J) (5¢, 10¢ Sat., 30¢w, $1.25mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Quebec Newspapers, Ltd. C. G. Dunn, Pres.-Pub.	Owen Channon (e)..... F. Howard (ce)	Louis Fusk (sp) ..... Olive Kay (we)	J. H. Monagham (gm-bm) Geo. Mountain (cm)	Austin H. Primeau (ad). Mrs. M. Roach (cam)	Harold Murray (ms)
	L'Action Catholique (French) (e) 61,498	.24 Flat	(I) (CanP) (J) (5¢) (Douglas McPhee)	L'Action Sociale, Ltee. P. E. Gosselin, Pub.	L. P. Roy (eep)..... M. Allaire (ce)	H. Duberger (ne)..... G. Tremblay (Su) L. A. Frenette (sp) Miss F. L. Roy (we)	C. H. Robitaille (gm) J. R. Delisle (cm)	L. P. Vezina (ad)	Douglas McPhee (apm)
	L'Evenement-Journal (French) (m) 11,332 ..... Le Soleil (French) (e) 112,889 ..... Combined daily (me) 124,221	.... .40 Flat	(I-L) (AP, CanP, United Press, RN) (5¢, 25¢w) (Albert H. Toppin (Toronto), Paul Avdet, Montreal Gilman, Nicoll & Ruthman (U.S.)	Le Soleil, Ltee..... Lt. Col. Oscar Gilbert, Pres. A. F. Mercier, Vice-Pres. Oscar Gilbert, Pub.	Raymond Dube (e-in-chief) Alfred Renaud (me) Pierre Lafrance (ce-S) Georges Bherer (ce-ES)	Pierre Lafrance (ne-S) Georges Bherer (ne-EJ) M. Sabourin (sp-EJ) M. Bourassa (sp-S) Miss Renaude Lapainte (we-S) Miss M. Duval (we)	A. F. Mercier (gm) R. D'Anjou (cm)	A. H. Toppin (ad-mga) A. Morisset (cam) Lea Petrin (prl, rd)	M. Levesque (ms) Lea Petrin (prl. rd.)
SHERBROOKE ..... 50,543 59,523 ('56 Cen.) 61,817-ABC-CZ	(La) Tribune (French) (e) 29,894	.15 Flat	(I) (CanP, TS) (J) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	La Tribune, Ltee. ..... Paul Desruisseaux, Pres. Alphie Gauthier, Vice-Pres.	Pierre Paul Blais (eep) J. M. Denault (ce)	Marcel Dupre (ne)..... Jean Chartier (sp) Miss Lorraine Turcotte (we)	Alphee Gauthier (gm) ..... J. W. Stebenne (bm)	A. H. Toppin (mga)..... F. Vaillancourt (ram) Miss A. Bedard (cam)	.....
	Record, Tel.: LO 9-3636 (e) 8,703	.08 Flat	(I) (CanP) (J) (5¢, 30¢w, $1mo) (none)	Sherbrooke Daily Record Co., Ltd. John Bassett, Pres. John Bassett, Jr., V.P.-Pub.	Cuthbert Jones (ce)... Arnold Agnew (e-me-eep)	L. E. O'Donnell (sp)..... Mrs. Gladys Richards (we)	Ivan W. Saunders (mnging. dir.-gm) Norman Nicholl (cm)	Charles D. Catchpaugh (mga) Robert Butler (ram)	Frank P. Kenalty (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TROIS RIVIERES 46,074 50,221 ('56 Cen.) 73,987-ABC-CZ	(Le) Nouvelliste (French), 500 St. Georges St., Tel.: FR 6-2501 (e) (AC) 30,468	.14 Flat	(I) (CanP) (BUP) (AP) (RN) (5¢, 30¢w) (Albert H. Toppin (Toronto), Gillman, Nicoll & Ruthman (U. S.) Gerard Garceau (Montreal)	Le Nouvelliste, Inc. Senator Jacob Nicol, Pres. Honore Dansereau, Pub. Pierre Dansereau, Vice-Pres.	Hervé Biron (eep) Guy Fournier (me) V. Guy Fournier (ce)	Antoine Desroches (ne) Benoit Roy (sp) Mrs. C. Gervais-Roy (we) Moniquee Valois (we)	Fernand Gagnon (gm) Albert H. Toppin (T ad) André Côté (cm)	Silvio Carle (ad-ram) Gerard Garceau (mga) Antoine Dumont (cam)	Albert Dubois (ms)

SASKATCHEWAN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOOSE JAW 24,355 29,282 ('56 Cen.) 29,603-ABC-CZ	Times-Herald, 44 Fairford St. W., Tel.: OX 2-6441 (e) (AC) 8,730	.09 Flat	(I) (AP) (CanP) (RN, CanP) (•S) (7¢, 10¢Sat., 40¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Moose Jaw T-H Ltd. Allan Holmes, Pres.	F. J. Workman (eep-e) Colin J. McConechy (me) John Young (ce)	Sto Little (sp) Margaret Preston (we)	Wm. J. Hancox (gm) Clifford Livingstone (cm)	J. W. Hatton (ram-cam)	Wm. J. Hancox (apm) James Rollefson (me)
PRINCE ALBERT 17,149 20,366-ABC-CZ	Herald (e) (AC) 5,983	.08 Flat	(I) (AP, RN, CanP) (J) (6¢, 10¢Sat., 35¢w) (Thomson Dailies (Can.) (Johnson, Kent, Gavin & Sinding, Inc. (U.S.))	Western Publishers, Ltd. Allan Holmes, Pres.	F. Tissington (e-me) Nestor Hryciuk (ce)	Robert Millar (ne) Art Westdorp (sp) Mrs. D. Austin (we)	H. B. Cowan (gm-bm) A. Wizinsky (cm)	R. C. Rooke (ad-mga-ram) M. Sheffield (cam)	R. C. Rooke (pm-apm) Gordon Gillies (ms)
REGINA 67,696 89,755 ('56 Cen.) 89,755-ABC-CZ	Leader-Post, 1853 Hamilton St. (e) (AC) 47,211	.17 Flat	(I-L) (AP, CanP) (7¢, 30¢w) (Wm. Houston (Toronto), Henry De Clerque, Inc. (U. S.)	The Leader-Post, Ltd. Clifford Sifton, (Toronto) Pres.	D. B. Rogers (e) Wm. Thomson (me) Max Laidlaw (ce)	Bruce Peacock (ne) T. Melville (sp) Dorothy Pechey (we)	P. B. Keffer (gm-bm) Adam Thomson (cm)	Albert Hulme (ad. mgr)	Roy K. Denby (ms)
SASKATOON 53,268 70,843 ('56 Cen.) 72,858-ABC-CZ	Star-Phoenix (e) (AC) 36,527	.16 Flat	(I-L) (AP, RN, CanP) (7¢, 30¢w) (Wm. Houston (Toronto) Henry DeClerque, Inc. (U. S.)	Saskatoon S-P, Ltd. Clifford Sifton (Toronto), Pres. R. M. Cantlon, Pub.	E. Knowles (e) S. H. Erickson (ce)	P. V. Wade (ne) C. H. McKenzie (sp) E. M. Gould (we)	J. K. McCullagh (cm)	Preston W. Balmer (mga-ram-cam)	D. H. M. Tracey (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

A statement of facts about coverage in La PROVINCE de QUÉBEC

for those who prefer
"the grain of facts to the words of straw"

(Roger Bacon)

Following figures are for Total Paid Circulation (excluding bulk) in the Province of Quebec—as shown in the official reports of the Audit Bureau of Circulations, for 12 months ending March 31, 1957.

LE PETIT JOURNAL	(French)	weekend	272,344
LA PRESSE	(French)	weekend	245,381
		Mon.-Fri.	220,207
LA PATRIE du DIMANCHE	(French)	weekend	239,149
MONTREAL STAR	(English)	weekend	173,030
		Mon.-Fri.	158,011
PHOTO-JOURNAL	(French)	weekend	131,773
LE SOLEIL-L'EVENEMENT-JOURNAL	(French) (morning & evening)	Mon.-Sat.	123,778
MONTREAL GAZETTE	(English) (morning)	Mon.-Sat.	89,419
MONTREAL MATIN	(French) (morning)	Mon.-Fri.	82,443
		Saturday	60,446

For more details about the Province of Quebec, consult our U.S. Representatives:

In New York: Henry de Clerque Inc., 12 East 41st St., New York 17, Tel.: LExington 2-3739

In Chicago: Henry de Clerque Inc., Tribune Tower, Chicago 11, Ill., Tel.: SUperior 7-2290

This advertisement is published by **Le Petit Journal Inc.,** 5460 ROYALMOUNT AVE., MONTREAL 9, QUE.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE

(Compiled at the request of the Media Buyers Association of New York)

MONTGOMERY, ALA.

To Cover ALABAMA

You Must Cover Alabama's

Whose Hub is MONTGOMERY

Alabama's Capitol City

City population now 126,000

Metropolitan Montgomery Population Now 159,000

Montgomery ranks second in Alabama in EBI and Retail Sales. It ranks 47th in EBI and 60th in Retail Sales in the nation in percent of gain (Sales Management, 1957.)

The Advertiser-Journal sells the capitol part of Alabama with intensive coverage through 13 counties in this retail trade zone in excess of 500,000 people. Get your share of this rich area by selecting the Advertiser-Journal as your most effective salesman.

Circulation 87,105 Daily 80,520 Sunday

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser
Alabama Journal
Morning • Evening • Sunday
KELLY SMITH CO.
National Representatives

ALABAMA

ANNISTON (Ala.), ANNISTON STAR (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Industrial (Apr.); School (Aug.); Fashion (Sept.); Farm (Feb.).
No Editions: Christmas.
Radio Station Affiliation: WHMA (Separate Corp.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Barbara Hall
Church—Worth Wilkerson
Columnists—Paul Cox; Cody Hall
Editorial Writers—H. M. Ayers; Wilfred Galbraith; Dr. Geo. Lang
Farm—Sam Jones
Fashion—Billy Merrill
Picture Editor—Taylor Smith
Society—Mrs. J. R. M. Alston

BIRMINGHAM (Ala.), POST-HERALD (m); NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Progress & Finance (Dec.).
Magazine Section Carried: "This Week" and Birmingham News Monthly Magazine.
Radio Station Affiliation: WAPI and WAPI-FM.
Television Station Affiliation: WABT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Cummins (m); Irving Beiman (e) (S)
Aviation—Don Cummins (m); Irving Beiman (e) (S)
Book—James R. McAdory
Business-Financial—Duard LeGrand (m); Irving Beiman (e) (S)
Cartoonists—Phil Neal (m); Charles Brooks (e) (S)
Church—Travis Wolfe (m); Claude Keathley (e) (S)
Columnists—John Temple Graves; Don Cummins (m); Benny Marshall, Robert Kincey & Henry Vance (e) (S)
Editorial Writers—James Mills (m); McClellan Van Der Veer, E. L. Holland & Martin Kruskopf (e) (S)
Education—Ann Cross (m); Bob Flynn (e) (S)
Farm—Hale Scarbrough (m); Edward Badger (e) (S)
Fashion—Floy Seals (m); Martha Hood (e) (S)
Food—Betty Rice (m); Margaret Dillon (e) (S)
Garden—W. Elbridge Freeborn (e) (S)
Librarian—Audrey House (e) (S)
Motion Picture-Theatrical—Emmett Weaver (m); Lily May Caldwell (e) (S)
Music—Duard LeGrand (m); Lily May Caldwell (e) (S)
Photo Dept. Mgr.—Jim Ware (m); Roy Carter (e) (S)
Radio-Television—Emmett Weaver (m); Roger Thames (e) (S)
Real Estate—Don Cummins (m); Irving Beiman (e) (S)
Travel—James R. McAdory (e) (S)
Society—Floy Seals (m); Alyce Billings Walker (e) (S)

DECATUR (Ala.), DAILY (e) (S)
Run-of-paper Color Advs.: Up to 1 color. Any day.
Advs. Not Accepted: Liquor; mail orders in competition with local merchants; vending machines.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elizabeth D. Sandlin
Business-Financial—Jack Walden
Church—Jack Walden
Columnist—Phillip Kyle
Editorial Writer—Barrett C. Shelton
Farm—H. M. Layman
Food—Elizabeth D. Sandlin
Motion Picture-Theatrical—Elizabeth S. Farish
Photo. Dept. Mgr.—James Roberts
Society—Fannie Richardson

DOTHAN (Ala.), EAGLE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Annual Special Editions: Farm (Feb.); Christmas; Back To School; Home Appliance.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food pages and recipes Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Abby Ellard
Columnists—Ed Driggers; Doug Bradford
Editorial Writer—Nat. C. Faulk
Farm—Ed Driggers
Fashion—Mrs. Lois Hall
Food—Miss Abby Ellard
Society—Mrs. Lois Hall

FLORENCE-SHEFIELD TUSCUMBIA-MUSCLE SHOALS CITY (Ala.), TIMES (e) (S); TRI-CITIES DAILY (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Mail order; out of state help wanted.
No Editions: Christmas.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis A. Eckl (T) (D)
Aviation—Louis A. Eckl (T) (D)
Book—Louis A. Eckl (T) (D)
Business-Financial—Louis A. Eckl (T) (D)
Church—Mrs. Mildred Woodward (T) (D)
Columnist—Ben Knight
Editorial Writer—Louis A. Eckl (T) (D)
Education—Louis A. Eckl (T) (D)
Farm—Ben Knight (T) (D)
Fashion—Nell Cheney (T); Cora Gaskins (D)
Food—Nell Cheney (T); Cora Gaskins (D)
Garden—Nell Cheney (T) (D)
Librarian—Louis A. Eckl (T) (D)
Motion Picture-Theatrical—Louis A. Eckl (T) (D)
Music—Nell Cheney; Ben Knight (T) (D)
Photo. Dept. Mgr.—Sam Edwards (T) (D)
Picture Editor—Louis A. Eckl; Ben Knight
Radio-Television—Ben Knight
Travel—Louis A. Eckl (T) (D)
Society—Nell Cheney (T); Cora Gaskins (D)

GADSDEN (Ala.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thur. & Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail Order (Retail).
Split Run Advertising: Every-other Paper.
Special Editions: Industrial (Apr.); New in Shoes (Apr. & Sept.); Cook Book (Sept.).
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Frances Underwood
Business-Financial—Charles Ryan
Church—Frances Underwood
Editorial Writer—Howell Talley
Fashion—Frances Underwood
Food—Frances Underwood
Music—Frances Underwood
Photo. Dept. Mgr.—Harold Lockridge
Picture Editor—Charles Ryan
Society—Virginia Stevens

HUNTSVILLE (Ala.), TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Black and 3 colors.
Sunday color comics carried.
Advs. Not Accepted; Alcoholic beverages.
Special Editions: Farm Tabloid Section (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WHBS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. B. O'Reilly
Business-Financial—Will Mickle
Credit Manager—W. C. Lewis
Editorial Writers—Reese T. Amis; Will Mickle
Farm—Mrs. Martha Witt Smith
Fashion—Mrs. Sara Baker
Society—Mrs. Sara Baker

MOBILE (Ala.), REGISTER (m); PRESS (e); PRESS REGISTER (S)
Run-of-Paper Color Advs.: Yes. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages (Sun.).
Food and/or Household Dept.: Daily food columns.
Radio Station Affiliation: WABB-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ben Muth (S)
Aviation—Vivian Cannon (m) (e) (S)
Books—John Fay (m) (e) (S)
Church—Sybil Wright (e) (S)
Credit Mgr.—W. M. Curran
Editorial Writers—C. A. Ward (m) (S); Tip Mathews (e) (S)
Education—John Will (m) (e) (S)
Farm—Ford Cook (m-e-S)
Fashion—Cornelia Turner (m) (e) (S)
Food—Tommye Dunigan (m) (e) (S)
Librarian—Dorothy Cason (m) (e) (S)
Motion Picture-Theatrical—Tommye Dunigan (S)
Music—John Fay (m) (e) (S)
Photo. Dept. Mgr.—Billy Lavendar (m) (e) (S)
Radio-Television—Ellen Bodden (m) (S); Betty Jo Hempfleng (e)
Real Estate—Ben Rapport (m) (e) (S)
Women's—Cornelia Turner (m) (e) (S)
MONTGOMERY (Ala.), ADVERTISER (m); JOURNAL (e); ADVERTISER-JOURNAL (S)
Run-of-paper Color Advs.: Up to 4 colors. Any day.
Sunday color comics carried.
Split Run Advertising; (m) (e) Every-other-paper.
Special Editions: Gardening (Feb.); Spring Fashions (Feb.); Back to School (Aug.).
Food and/or Household Dept.: Food Section Published Every Thursday (e), Friday (m).
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Book—Esther R. Mahoney
Church—Margie B. Andrews
Columnist—Sam Adams, W. J. Mahoney, Jr.; Mildred Smith
Credit Manager—Guyton Parks
Editorial Writers—C. M. Stanley; Fields Varner
Fashion—Katharine Tyson
Food—J. Guyton Parks
Librarian—Susan Fritz
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo Dept—Jeo Holloway, Jr.
Picture Editor—E. A. Shelnutt
Radio-Television—Bob Hugger
Society—Katharine Tyson
DEPARTMENTAL EDITORS and/or MANAGERS (m) & (S)
Books—Esther R. Mahoney
Church—Margie B. Andrews
Columnists—Stuart Stephenson; Mildred Smith; Max Moseley; Bob Ingram
Credit Manager—Guyton Parks
Editorial Writers—Grover C. Hall, Jr.; J. Fred Thornton; William H. McDonald
Farm—Stuart X. Stephenson
Fashion—Madera A. Spencer
Food—J. Guyton Parks
Garden—Bob Hugger
Librarian—Susan Fritz
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo Dept.—Joe Holloway, Jr.
Picture Editor—Pat Patterson
Radio-Television—Bob Hugger
Society—Madera A. Spencer

SELMA (Ala.), TIMES JOURNAL (e) (S)
Sunday color comics carried.
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. F. T. Raiford
Church—Eunice Apperson
Editorial Writer—Edward B. Field
Farm—Arthur A. Capell
Motion Picture-Theatrical—E. Apperson
Photo. Dept. Mgr.—Wayne Melton
Society—Eunice Apperson

TALLADEGA (Ala.), HOME (e) ex Sat. (S)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas; New Years; July 4th; and Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. L. Wallis
Editorial Writers—Tom Abernethy; J. L. Wallis

TROY (Ala.), MESSENGER (e); HERALD (S)
Advs. Not Accepted: Medical—out of town treatment.
Special Editions: Clean-Up Ed. (May); Farm Edition (Feb.); College Edition (Sept.); Electrical Ed. (July); Forestry Edition (Sept.); Building Page (Mondays); Farm Page (Fridays)
No Editions: July 4th; Christmas.
Magazine Section Carried: This Month In Rural Ala. (S).
Food and/or Household Dept.: Food Section - Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Raiford Key
Editorial Writer—Miss Elsie Brown
Farm—Glenn Jones
Fashion—Mrs. Robert Howard
Food—Mrs. Robert Howard
Society—Mrs. Robert Howard

TUSCALOOSA (Ala.), NEWS (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Vending machines.
Special Editions: (e) Christmas Greetings (Dec.); Farm Year Book (Feb.); Vacation Edition (May).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bill Gibb
Columnist—Bob Kyle (S)
Editorial Writers—Buford Boone (e) (S); Norman Bassett (e) (S)
Farm—Ed. Watkins
Fashion—Doris Pugh Flora
Photo. Dept. Mgr.—Calvin Hannah (e) (S)
Radio-Television—Bill Gibb
Society—Mrs. Doris Pugh Flora (e) (S)

ALASKA

ANCHORAGE (Alaska), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Thurs.
Daily color comics carried.
Special Editions: Fashion (late summer); Progress (early fall); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Mary Ann Dehlin.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Cernick
Church—Betty Brenner
Credit Manager—Elaine Overmeyer
Editorial Writer—Norman C. Brown
Fashion—Mary Ann Dehlin
Food—Mary Ann Dehlin
Garden—Mary Ann Dehlin
Photo. Dept. Mgr.—Pat Wolfe
Real Estate—Glenn Hunt
Society—Mary Ann Dehlin

ANCHORAGE (Alaska), TIMES (e)
Special Editions: Spring Fashions (Apr.); Fall Fashions (Aug.); Fur Rendezvous (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Painter
Aviation—Hal Painter
Book—Alma Kahrs
Business-Financial—Fritz Pumphrey
Cartoonist—Jane Hafling
Church—Alma Kahrs
Credit Manager—Mrs. Dorothy Thomson
Editorial Writer—Robert B. Atwood
Fashion—Alma Kahrs
Food—Alma Kahrs
Garden—Alma Kahrs
Motion Picture-Theatrical—Howard Lewis
Outdoors—Hal Painter
Photo. Dept. Mgr.—Harris Darby
Radio-Television—Howard Lewis
Society—Alma Kahrs
Travel—Bob Kederick

FAIRBANKS (ALASKA), DAILY NEWS-MINER (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Progress Edition (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ellen Whitcher
Editorial Writers—George Sundberg
Fashion—Margaret Hornbeck
Food—Margaret Hornbeck
Librarian—Ellen Whitcher
Picture Editor—John Thomson
Society—Margaret Hornbeck

JUNEAU (Alaska), EMPIRE (e ex. Sat) (S)
Sunday color comics carried.
Split Run Advertising: Yes.
Special Editions: Salmon Derby (July); Industrial (Aug.).
No Editions: Christmas; New Years; Thanksgiving; July 4; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—"Hod" Campbell
Aviation—"Hod" Campbell
Book—Dorothy Pegues
Church—Dorothy Pegues
Editorial Writer—"Hod" Campbell
Education—Dorothy Pegues
Fashion—Dorothy Pegues
Food—Dorothy Pegues
Garden—Dorothy Pegues
Motion Picture-Theatrical—Dorothy Pegues
Music—Dorothy Pegues
Photo. Dept. Mgr.—"Hod" Campbell
Picture Editor—Dorothy Pegues
Radio-Television—"Hod" Campbell
Real Estate—"Hod" Campbell
Travel—Dorothy Pegues
Society—Dorothy Pegues

KETCHIKAN (Alaska), NEWS (e)
Advs. Not Accepted: Lonely Hearts material.
Special Editions: Fishing Derby (Variable).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day; Veterans Day; Thanksgiving; Washington's Birthday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Patricia Charles
Business-Financial—Gene Brice
Credit Manager—M. J. Flood
Fashion—M. J. Flood
Food—Ruth Moore
Personnel Mgr.—M. J. Flood
Photo. Dept. Mgr.—Paul Saari
Society—Patricia Charles

SITKA (ALASKA), SENTINEL (e)
Advs. Not Accepted: Some patent medicine.
Annual Special Editions: Christmas (Dec. 24); Alaska Day (Oct. 18).
No Editions: New Years; Thanksgiving; Washington's Birthday; July 4th; Christmas; Labor Day; Memorial Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Harold A. Veatch
Editorial Writers—Harold A. Veatch
Fashion—Ernestine C. Veatch
Society—Ernestine C. Veatch

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ARIZONA

BISBEE (Ariz.), DAILY REVIEW (m) (S)
Sunday color comics carried. Daily, black and white.
Special Editions: Spring Style, (April); Graduation, (May); Get Ready for 4th, (June); Back to School, (Aug.); Fall Fashion, (Sept.); Christmas Shopping, (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Folsom Moore

DOUGLAS (Ariz.), DISPATCH (e) (S)
Sunday color comics carried.
Split Run Advertising: Geographically.
Special Editions: School (Aug.); Fair (Sept.).
No Editions: Christmas.
Food and/or Household Dept: Daily food column; Thurs. food pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hatt
Aviation—C. B. Gudaitis
Book—J. Newell Johnston
Editorial Writer—J. Newell Johnston
Food—Betty W. Johnston
Motion Picture-Theatrical—C. B. Gudaitis
Photo. Dept. Mgr.—Garth Johnston
Society—Betty W. Johnston

FLAGSTAFF (Ariz.), SUN (e)
Advs. Not Accepted: Classified help wanted, out-of town.
Special Editions: Indian Pow-Wow (July); County Fair (Sept.); Winter Sports (Feb.); Back-to-School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: page 3 daily, with women's news.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Deaver
Aviation—Bill Deaver
Book—Platt Cline
Business-Financial—Platt Cline
Church—Mary Lou Torgerson
Columnist—Ken Wayman
Editorial Writer—Platt Cline
Education—Mary Lou Torgerson
Farm—Bill Epler
Fashion—Mary Lou Torgerson
Food—Mary Lou Torgerson
Garden—Mary Lou Torgerson
Music—Mary Lou Torgerson
Photo. Dept. Mgr.—Bill Deaver
Picture Editor—Ken Wayman
Radio-Television—Bill Epler
Real Estate—Bill Epler
Travel—Bill Deaver
Society—Mary Lou Torgerson

MESA (Ariz.), TRIBUNE (e ex. Sat)
Special Editions: Back to School (Aug.); Bargain Days (Apr.) (Oct.); Treasure Hunt (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept: Food (Homemakers) Page (Thursday)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry H. Grosvenor
Aviation—Jerry H. Grosvenor
Book—Jerry H. Grosvenor
Business-Financial—Kent S. Ferguson
Cartoonists
Columnists—Kent S. Ferguson
Credit Manager—John Lewis
Editorial Writers—Kent S. Ferguson; D. W. Calvert
Education—Kent S. Ferguson
Farm—Kent S. Ferguson
Motion Picture-Theatrical—Kent S. Ferguson
Personnel Manager—G. H. Grosvenor
Photo. Dept. Mgr.—Jack Dalby
Picture Editor—Kent S. Ferguson
Radio-Television—Ed Wiggins
Real Estate—G. H. Grosvenor
Travel—Jerry H. Grosvenor

PHOENIX (Ariz.), ARIZONA REPUBLIC (m) (S); GAZETTE (e)
Sunday color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Print Own Magazine: Roto magazine printed by Standard Gravure, Louisville.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Dedera (m) (S)
Aviation—Frank Gianelli (m)
Book—Josephine Davidson (m)
Business-Financial—William Pomeroy (e)
Cartoonists—Kearney Egerton; Reg Manning (m) (S); Ray Artigue (e)
Church—Dorothy Wellman (S); Esther Clark (e)
Columnists—Don Dedera (m); Ben Avery (m) (S); Patricia Smith (m) (S); Claiborne Nuckolls (m) (S); Frank Gianelli (m); Arnott Duncan (m); Bert Fireman (e); Herb Nelson (e); Bill Turnbow; Bobbie Johnston (e)
Credit Manager—Charles Bedel
Editorial Writers—Don Urry; Morgan Monroe (e); Frederic S. Marquardt; Tom Kelland (m) (S)
Education—Roger Lewis (m) (S); Bob Lord (e)
Farm—Bill King (S); C. M. McMillen (e)
Fashion—Margaret Savoy (m) (S); Mary Lou Loper (e)
Food—Margaret Savoy (m) (S); Mary Lou Loper (e)
Foreign—Michael Padeu (m) (e)
Garden—Cecil Lynch (m) (S); Sarah Bayles (e)
Librarian—Mary Crittenhouse (m) (e) (S)
Picture Editor—Eddie Meier (m) (S); Ron Jagger (e)
Radio-Television—Patricia Smith (m) (S); Bobbie Johnston (e)
Real Estate—Henry Fuller (m) (S); Lloyd Clark (e)
Society—Maggie Savoy (m) (S); Mary Lou Loper (e)
Motion Picture-Theatrical—Patricia Smith (m) (S); Bobbie Johnston (e)
Music—Josephine Davidson (m) (S); Miles Dreaskell (e)
Photo. Dept. Mgr.—Ivan Mashek (m) (e) (S)

PRESCOTT (Ariz.), COURIER JOURNAL* (m); COURIER (e)
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Williams
Book—Irma Rutherford
Columnist—W. P. Stuart
Editorial Writers—W. P. Stuart; Ralph Williams
Education—Ralph Williams
Farm—Carle Hodge
Fashion—Della T. Stuart
Food—Della T. Stuart
Garden—Della T. Stuart
Librarian—Irma Rutherford
Motion Picture-Theatrical—Dorothy McClymonds
Music—Dorothy McClymonds
Photo. Dept. Mgr.—Gary L. Knoll
Picture Editor—Ralph Williams
Radio-Television—George A. Coennen
Real Estate—Ralph Williams
Travel—Dorothy McClymonds
Society—Della T. Stuart
*Courier Journal is the morning pre-date edition of Evening Courier.

TEMPE (Ariz.), DAILY NEWS (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Features, (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Lucas
Aviation—Bill Lucas
Book—Florence Roth
Business-Financial—Francis N. Connolly
Church—Florence Roth
Credit Manager—Irma L. Connolly
Editorial Writers—John Myers Myers
Education—Florence Roth
Farm—Bob Barton
Fashion—Florence Roth
Food—Florence Roth
Garden—Florence Roth
Librarian—Jerry Means
Motion Picture-Theatrical—Florence Roth
Music—William Andre
Personnel Manager—Francis N. Connolly
Photo. Dept. Mgr.—Bob Connolly
Picture Editor—Bill Lucas
Radio-Television—Bill Lucas
Real Estate—Bob Barton
Society—Florence Roth

TUCSON (Ariz.), STAR (m); CITIZEN (e); STAR (S)
Run-of-Paper Color Advs.: Every day Space limited. Check before setting dates.
Sunday (and Sat. evening) color comics carried.
Annual Special Editions: Rodeo (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS(e)
Church—S. C. Warman
Credit Manager—M. M. Garrett
Editorial Writers—Paul McKalip
Fashion—Mrs. Betty Milburn
Food—Mrs. Betty Milburn
Garden—Mrs. Betty Milburn
Librarian—Mrs. June Jones
Motion Picture-Theatrical—Micheline Keating
Music—Micheline Keating
Photo. Dept. Mgr.—Bernie Sedley
Picture Editor—Bernie Sedley
Pro. Manager—Wm. S. Milburn
Radio-Television—Micheline Keating
Real Estate—Mrs. Betty Milburn
Society—Mrs. Betty Milburn
DEPARTMENTAL EDITORS and/or Managers (mS)
Book—Roger O'Mara
Business-Financial—A. K. Parker
Church—E. C. Rutherford
Columnists—J. F. Weadock; Lester Inskeep
Credit Manager—M. M. Garrett
Editorial Writers—J. F. Weadock
Education—Dale Parris
Fashion—Eleanor Rice
Food—Eleanor Rice
Garden—Ellsworth Moe
Librarian—Catherine Quick
Motion Picture-Theatrical—Donna Jenkins
Music—Geraldine Saltzberg
Photo. Dept. Mgr.—Porter W. Swanson
Picture Editor—Vic Thornton; Frank Johnson
Real Estate—E. C. Rutherford
Records—Robert Moore
Society—Eleanor Rice
Rod & Gun—Bernie Roth

YUMA (Ariz.), SUN (e ex Sat; Sun m.)
Run-of-Paper Color Advs.: 3 colors Daily
Sunday color comics carried.
Annual Special Editions: Rodeo (Feb.); Back to School (Sept.); Progress Edition (Dec. 31)
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert H. Werley
Aviation—Robert H. Werley
Book—Jones Osborn
Business-Financial—C. F. Mabery
Church—Pat Cline
Columnists—Jones Osborn
Editorial Writers—Jones Osborn; C. F. Mabery
Education—C. F. Mabery
Farm—John Lindblom
Fashion—Pat Cline
Food—Pat Cline
Garden—Pat Cline
Librarian—C. F. Mabery
Motion Picture-Theatrical—Karl E. Allen
Music—Pat Cline
Photo. Dept. Mgr.—Robert H. Werley
Picture Editor—Robert H. Werley
Radio-Television—C. F. Mabery
Real Estate—Robert W. Werley
Travel—C. F. Mabery
Society—Pat Cline

ARKANSAS

BATESVILLE (Ark.), GUARD (e)
Advs. Not Accepted: Liquor, blind ads.
No Editions: Christmas or Saturdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Buchanan
Aviation—Paul W. Buchanan
Book—Wilson Powell
Business-Financial—Paul W. Buchanan
Church—Mrs. O. E. Jones
Columnists—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell.
Credit Manager—Wilson Powell
Editorial Writers—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell
Education—Paul W. Buchanan
Farm—Paul W. Buchanan
Fashion—Mrs. O. E. Jones
Food—Mrs. O. E. Jones
Garden—Mrs. O. E. Jones
Motion Picture-Theatrical—Paul W. Buchanan
Music—Mrs. O. E. Jones
Personnel Mgr.—Wilson Powell
Picture Editor—Paul W. Buchanan
Radio-Television—John T. Moore
Real Estate—Wilson Powell
Travel—Wilson Powell
Society—Mrs. O. E. Jones

BLYTHEVILLE (Ark.), COURIER-NEWS (e)
Advs. Not Accepted: Mail Order, Vending Machines
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry A. Haines
Book—Harry A. Haines
Church—Millie Mallory
Editorial Writers—Harry A. Haines; Harry W. Haines
Farm—Harry A. Haines
Food—Millie Mallory
Photo. Dept. Mgr.—Mrs. Leon Oenning
Society—Millie Mallory

DE QUEEN (Ark.), CITIZEN (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Christmas Shopper (Nov.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Julia Smith
Columnists—J. R. McKinley
Editorial Writers—J. R. McKinley
Photo. Dept. Mgr.—J. R. McKinley
Picture Editor—J. R. McKinley
Society—Mrs. Julia Smith

EL DORADO (Ark.), NEWS (m); TIMES (e); NEWS (S)
Run-of-Paper Color Advs.: 1 color daily & Sun. ex. Mon.
Sunday color comics carried.
Special Editions: Oil: Industrial (Feb.); Hi School Graduation (May); Oil Progress Week (Oct.).
No Editions: (e) Christmas; New Years; July 4th; Labor Day; Thanksgiving; (m-none).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nella Hammond
Credit Manager—A. W. Estes
Editorial Writer—Robert T. Hays
Personnel Mgr.—A. W. Estes
Society—Frances Cordell

FAYETTEVILLE (Ark.), NORTHWEST ARK. TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: School Edition (Aug.); Farm Edition (Monthly); Fashion (Apr.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food. Thursday.
Radio Station Affiliation: KGRH.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathleen Dozier
Columnists—Ted Wylie
Editorial Writers—Ted Wylie
Education—Floyd Carl
Farm—Fred Starr
Fashion—Kathleen Dozier
Photo. Dept. Mgr.—Floyd Carl
Society—Kathleen Dozier

FORT SMITH (Ark.) SOUTHWEST AMERICAN (m); TIMES RECORD (e); SOUTHWEST-TIMES RECORD (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Boy Scout edition (Feb. 2); Banking Insurance & Financial edition (Jan. 19); Cooking School edition (Feb. 9); Get Acquainted edition (Feb. 23); Girl Scout section (Mar. 9); Spring Fashion section (Mar. 9); Gas & Electrical Appliances (Mar. 23); Clean Up Paint Up section (Apr. 6); Vacation edition (May 19); Dairy edition (June 1); Progress edition (June 1); Father's Day edition (June 15); Outdoor Living section (June 22); Refrigeration & Air Conditioning section (July 13); Back-To-School edition (Aug. 17); Fall Fashion edition (Aug. 24); Fall Shoe section (Sept. 14); Arkansas-Oklahoma Livestock Fair (Sept. 14); National Home Building section (Sept. 21); Fix Up Paint Up Clean Up section (Oct. 12); Favorite Recipe edition (Nov. 9); Christmas Appliances edition (Dec. 7); Christmas Gift Guide (Dec. 14); Christmas Greeting edition (Dec. 25).
Combined Editions: July 4th; Christmas; New Years; Decoration Day; Labor Day; Thanksgiving.
Group Membership: Southwestern Comic Group.
Radio Station Affiliation: KFSA
Television Station Affiliation: KFSA
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Queen Neal
Columnist—C. F. Byrns
Credit Manager—Eugene Greeno
Editorial Writers—W. D. Barksdale; C. F. Byrns; Leroy Fry
Society—Queen Neal

HOPE (Ark.), STAR (e)
Advs. Not Accepted: Liquor, except beer & wine.
No Editions: July 4th; Thanksgiving; Christmas.

HOT SPRINGS (Ark.), SENTINEL-RECORD (m) (S); NEW ERA (e)
Run-of-Paper Color: 2 colors. Daily and Sun., ex Mon.
Sunday color comics carried.
Advs. Not Accepted: (S) Ads. carrying cash investments, not placed through AA.
Special Editions: Mail-It-Away (Feb.); Christmas (Dec.).
No Editions: (e) New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Automobile Editor (m) (e)
Aviation—Editor
Book—Editor
Business-Financial—Editor
Editorial Writer—R. S. Dean (m)
Education—Editor
Farm—Editor
Fashion—Mrs. Willie Mae Davis
Food—Mrs. Edna Howe
Motion Pictures-Theatrical—John Longinotti
Photo. Dept. Mgr.—Orville Poole
Society—Mrs. Willie Mae Davis

LITTLE ROCK (Ark.), DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day except Thursday.
Sunday color comics carried.
Split Run Advertising: Every-other paper.
Annual Special Editions: Business Review Section (Jan.) Spring Fashion Section (March); Vacation Section (June); Parade of Homes (Sept); Livestock Show (Oct.) (S).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—John Kennedy
Church—Lelia Maude Funston
Columnist—Karr Shannon
Credit Manager—Leo L. Jacquemine
Editorial Writers—William Johnson; Sam Dickinson
Fashion—Inez Hale McDuff
Food—Bessie R. Murphy
Motion Picture-Theatrical—Rodney Powers
Society—Dorothy Carroll

LITTLE ROCK (Ark.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. Subject to confirmation.
Sunday and daily color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion Edition (Feb. & Mar.); Vacation Edition (June); Parade of Homes (Home Show) (Sept.); Livestock Edition (Oct.); Spring Cook Book (April); Fall Cook Book (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Section (Thurs.). Home and Garden Section (Sun.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leland DuVall
Aviation—Leland DuVall
Book—Eugene C. Fretz, Jr.
Business-Financial—Leland DuVall
Cartoonist—William K. Graham
Church—Martha Jean Douglas
Columnists—Charles Albright; John L. Fletcher; Ernie Deane
Credit Manager—Claude M. Collie
Editorial Writers—J. N. Heiskell; Harry S. Ashmore; Charles T. Davis; Jerry S. Neil
Education—Martha Jean Douglas
Farm—Leland DuVall
Fashion—Betty Fulkerson
Food—Mildred S. Woods
Garden—Nell Cotnam
Librarian—Betty Jo Bittinger
Motion Picture-Theatrical—Eugene C. Fretz, Jr.
Music—Eugene C. Fretz, Jr.
Photo. Dept. Mgr.—Larry Obstinik
Picture Editor—Tom Swint
Radio Television—Eugene C. Fretz, Jr.
Real Estate—Mildred S. Woods
Travel—Betty Fulkerson
Society—Betty Fulkerson

MAGNOLIA (Ark.), BANNER-NEWS (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Progress (June); Back-to-School (Aug.); Christmas Shoppers (Nov.); Fair (Sept.); Oil Progress (Oct.); Christmas Greetings (Dec. 24).
No Editions: July 4th; Thanksgiving; Christmas.

MALVERN (Ark.), RECORD (e)
Advs. Not Accepted: Liquor; beer.
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food specials Thurs
DEPARTMENTAL EDITORS and/or MANAGERS
Book—F. A. Beerstecher
Church—Dorothy Logan
Columnists—F. A. Beertscher
Editorial Writers—F. A. Beerstecher
Fashion—Dorothy B. Logan
Food—F. A. Beerstecher
Picture Editor—F. A. Beerstecher
Society—Dorothy Logan

MENA (Ark.), STAR (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Christmas (Dec.); School Grad. (May).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to R. W. St. John.

PARAGOULD (Ark.), BIG PICTURE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Friday.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Easter Parade (April); Back-to-School (Sept.); Christmas Shop (Dec.); Pictorial Review (Monthly).
Food and/or Household Dept.: Homemakers Page Thursdays; TV section-Sunday; Farm-Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Myrl Rhine Mueller
Business-Financial—L. V. Rhine
Editorial Writer—L. V. Rhine
Education—Myrl Rhine Mueller
Farm—Myrl Rhine Mueller
Fashion—Myrl Rhine Mueller
Food—Myrl Rhine Mueller
Motion Picture-Theatrical—Julia Gordon
Music—Julia Gordon
Picture Editor—Myrl Rhine Mueller
Real Estate—L. V. Rhine

Note:Send all special material to Myrl Mueller, Managing Editor.

PARAGOULD (Ark.), PRESS SOLIPHONE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Friday.
Split Run Advertising: Geographically, City-Rural (mats, plates).
Special Editions: Back to School (Aug.); Dairy (June); Christmas (Dec.).
No Editions; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Hammond
Business-Financial—Wallace White
Church—Gene Wirges
Columnist—Gene Wirges
Editorial Writer—Wallace White
Education—Gene Wirges
Farm—Bill Newsom
Food—Wallace White
Garden—Bill Newsom
Motion Picture-Theatrical—Gene Wirges
Photo. Dept. Mgr.—Gene Wirges
Picture Editor—Gene Wirges
Radio-Television—Mary Carolyn Paul
Real Estate—Wallace White
Address all correspondence to Wallace L. White, Editor.

(Continued on Page 174)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ARKANSAS—Cont'd

(Continued from Page 173)

PINE BLUFF (Ark.), COMMERCIAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Christmas Greetings (Dec.).
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. W. Freeman, III
Church—Bruce Clegg
Columnists—Bill Miles; Clarence Taylor; Gordon Freeman; Jack Bradley; Alice DeWeese
Editorial Writer—Gordon Freeman
Farm—Clarence Taylor
Fashion—Alice DeWeese
Food—Bruce Clegg
Garden—Clarence Taylor
Librarian—E. W. Freeman,III
Motion Picture-Theatrical—Bill McAllister
Photo. Dept. Mgr.—J. Atkinson
Picture Editor—Bill Miles
Society—Alice DeWeese

ROGERS-BENTONVILLE (Ark.), DAILY NEWS (e)
Special Editions: Graduation (May); Pre-Christmas (Dec.); Xmas Greeting (Dec.).
No Editions: Christmas.
Group Membership: Arkansas Dailies.
Food and/or Household Dept.: Related material on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. C. Lambert
Aviation—C. C. Lambert
Church—C. C. Lambert
Editorial Writer—C. C. Lambert
Education—C. C. Lambert
Farm—C. C. Lambert
Fashion—Peggy Paepper
Picture Editor—C. C. Lambert
Society—Peggy Paepper

RUSSELLVILLE (Ark.), COURIER DEMOCRAT (e)
Advs. Not Accepted: Liquor.
Special Editions: Arkansas Poultry Festival (June); Back-To-School (Sept.); Christmas Greeting (Dec).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Women's page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Craig Lovesy
Aviation—Craig Lovesy
Book—Craig Lovesy
Business-Financial—Craig Lovesy
Cartoonists—Craig Lovesy
Church—Craig Lovesy
Columnists—Craig Lovesy
Editorial Writers—Craig Lovesy
Education—Craig Lovesy
Farm—Craig Lovesy
Fashion—Craig Lovesy
Food—Craig Lovesy
Garden—Craig Lovesy
Librarian—Craig Lovesy
Motion Pictures-Theatrical—Craig Lovesy
Music—Craig Lovesy
Photo. Dept. Mgr.—Craig Lovesy
Picture Editor—Craig Lovesy
Radio-Television—Craig Lovesy
Real Estate—Craig Lovesy
Travel—Craig Lovesy
Society—Edith Wharton

SEARCY (Ark.), CITIZEN (e)
Advs. Not Accepted: Liquor
No Editions: New Year; July 4th; Labor Day; Thanksgiving; Christmas.

SPRINGDALE (Ark.), NEWS (e ex. Sat.)
Special Editions: Rodeo Edition (June); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Maudine Farish
Columnists—R. R. Sanders
Farm—R. R. Sanders
Fashion—Miss Maudine Farish
Motion Picture-Theatrical—R. R. Sanders
Society—Miss Maudine Farish

STUTTGART (Ark.), LEADER (e)
Special Editions: Back-to-School (Aug.); Rice and Duck (Oct.); Christmas Shopper (Dec.); Christmas Greetings (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Garner Allen
Book—Garner Allen
Business-Financial—Calvin Mannen
Church—Garner Allen
Columnists—Garner Allen; Calvin Mannen
Editorial Writers—Garner Allen; Calvin Mannen
Education—Garner Allen
Farm—Garner Allen
Fashion—Jennie Allen
Food—Calvin Mannen
Garden—Garner Allen
Motion Picture-Theatrical—Calvin Mannen
Music—Calvin Mannen
Photo. Dept. Mgr.—Garner Allen
Picture Editor—Garner Allen
Radio-Television—Calvin Mannen
Real Estate—Calvin Mannen
Travel—Garner Allen

TEXARKANA (Ark., Tex.), GAZETTE (m) (S); NEWS (e)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Advs. Not Accepted: Mail Order
Special Editions: Progress Review (Aug.) (S)
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas (e).
Snydicated Magazine Section Carried: Family Weekly (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. H. Richter
Aviation—Max Bishop
Book—Sally Reese
Business-Financial—Paul Lowry
Church—Paul Lowry
Columnists—J. Q. Mahaffey; Bob Mundella; Annie May Turner; Wick Temple; Neil Bibler
Credit Manager—Miss Mildred Black
Editorial Writers—J. Q. Mahaffey
Education—Paul Lowry
Farm—Paul Lowry
Fashion—Kay Stafford
Food—Kay Stafford
Garden—Kay Stafford
Librarian—Lucy Pope
Motion Pictures-Theatrical—Sally Reese
Music—Sally Reese
Photo. Dept. Mgr.—Sally Reese
Picture Editor—Sally Reese
Radio-Television—Paul Lowry
Real Estate—Max Bishop
Travel—Bonnidell Davis
Society—Kay Stafford (G), Annie May Turner (N)

WEST MEMPHIS (Ark.), TIMES (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.

CALIFORNIA

ALAMEDA (CALIF.), TIMES-STAR (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Werner
Aviation—W. G. Werner
Book—Barbara Stevenson
Business-Financial—W. G. Werner
Church—Barbara Stevenson
Credit Manager—Joe Luczak
Editorial Writer—G. B. Thrall
Education—Al Ellisson
Fashion—Barbara Stevenson
Food—Barbara Stevenson
Garden—Lou Lippi
Librarian—Jean Brenton
Motion Picture-Theatrical—Jerry Thrall
Music—Jerry Thrall
Photo. Dept. Mgr.—Al Ellisson
Picture Editor—Richard Flood
Radio-Television—Richard Flood
Real Estate—W. G. Werner
Travel—W. G. Werner
Society—Barbara Stevenson

ALHAMBRA (Calif.), POST-ADVOCATE (e)
Advs. Not Accepted: Matrimonial Personals.
Special Editions: Dollar Days (Feb.-Oct.); Green Tag (Aug.); Do-It-Yourself (July); Back-to-School (Aug.); Fall Fashions (Sept.); Yule Buy-Days (Nov.).
Run-of-Paper Color Advs.: One color, plus black. Mon., Tues., Thurs. & Fri.
No Editions: Christmas; New Years.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cornelio Baca
Aviation—Hal Greenberg
Book—Barton Heiligers
Business-Financial—James Kiper
Credit Manager—DeLorna Bublitz
Editorial Writers—Warner Jenkins; Robert Studer; Barton Heiligers
Education—Howard Gingold
Farm—Jack Johnson
Fashion—Ruth Baker
Food—Cornelio Baca
Garden—Hal Greenberg
Librarian—Robert Christensen
Motion Picture-Theatrical—Bob Studer
Music—Vince Ducette
Photo. Dept. Mgr.—Barton Heiligers
Picture Editor—Robert Studer
Radio-Television—Warner Jenkins
Real Estate—Jim Kiper
Travel—Hal Greenberg
Society—Ruth Baker

ANAHEIM (Calif.), BULLETIN (e)
Run-of-Paper Color Advs.: 1 color.
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Occasional Food column; Household page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Shaffer
Aviation—Don Shaffer
Book—Don Shaffer
Business-Financial—Don Shaffer
Church—Carrie Lou Sutherland

When results must justify expenditures, advertisers logically turn to the Arkansas Gazette. Here, in the largest advertising medium, they get the readership and home delivered circulation (plus the largest circulation) that it takes to make business good. The Gazette can do the same thing for you. It is big locally. It is big in the market. In every line of business, advertisers find the Gazette most effective in their selling programs.

FIRST
In Circulation
FIRST
In Readership
FIRST
In Advertising Volume

Big Market
Big Newspaper, and
PROVED
PULLING POWER

Arkansas Gazette

CALL A JOHN BUDD MAN

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ANAHEIM (Calif.), BULLETIN—Cont'd

Columnists—Don Shaffer
Credit Manager—Richard Fischle
Editorial Writers—Howard Loudon; Don Shaffer
Education—Carrie Lou Sutherland
Farm—Don Shaffer
Fashion—Carrie Lou Sutherland
Food—Carrie Lou Sutherland
Garden—Don Shaffer
Librarian—Carmela Martin
Motion Picture-Theatrical—Carmela Martin
Music—Carrie Lou Sutherland
Photo. Dept. Mgr.—Don Shaffer
Picture Editor—Don Shaffer
Radio-Television—Carmela Martin
Real Estate—Don Shaffer
Travel—Don Shaffer
Society—Carrie Lou Sutherland

ANTIOCH (Calif.), LEDGER (e ex Sat.)
No Editions: New Years, May 30th; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Albert W. Flaherty

BAKERSFIELD (Calif.), CALIFORNIAN (e)
Run-of-paper Color Advs.: Up to 1 color. Daily.
Special Editions: Spring and Fall (Mar.); Openings (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George De Armond
Aviation—Ed. Griffith
Book—Ralph Kreiser
Business-Financial—Ralph Kreiser
Church—Ed Griffith
Columnist—Jim Day
Credit Manager—George De Armond
Editorial Writer—Ralph Kreiser
Education—Jim Day
Farm—Ed Griffith
Fashion—Beth Henley
Food—George De Armond
Garden—Ed Griffith
Motion Picture-Theatrical—Ed Griffith
Music—Beth Henley
Photo. Dept. Mgr.—Jim Day
Picture Editor—Jim Day
Real Estate—Ed Griffith
Travel—Jim Day
Society—Beth Henly

BERKELEY (Calif.), GAZETTE (e)
Run-of-paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: liquor.
Special Editions: Travel (Feb.); Garden (Feb.-Mar.); Spring Fashion (Mar.); Annual Progress (May); Back To School (Aug.); Fall Fashion (Sept.); Christmas (Nov.).
Food and/or Household Dept.: Special pages Wednesdays; some material daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Beatty
Aviation—Kacy Ward
Book—Ken Carnahan
Business-Financial—J. R. Ward
Church—Miss Edna Andrews
Columnists—Kacy Ward; Jim Scott
Education—Grace McKnight
Fashion—Helen Nicol
Food—Helen Nicol
Garden—Kacy Ward
Music—Jerry Beatty
Photo. Dept. Mgr.—Bob Lynds
Picture Editor—Bob Lynds
Radio-Television—Allen Boam
Real Estate—John Leonard
Travel—Kacy Ward
Society—Helen Nicol

BEVERLY HILLS (Calif.), CITIZEN (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily
Special Editions: Fall Fashion (Sept.); Spring Fashion (Mar.)
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Knoche
Business-Financial—George Knoche
Church—Della Johnson
Columnists—David B. Heyler, Sr.; Bob Sabel
Editorial Writer—Bill Reeder
Education—Della Johnson
Fashion—Wanda Phillips
Food—Wanda Phillips
Motion Picture-Theatrical—Hazel Flynn
Photo. Dept. Mgr.—Cliffors R. Johnson
Picture Editor—Bill Reeder
Radio-Television—Gene Inge
Travel—George Knoche
Society—Wanda Phillips

BRAWLEY (Calif.), NEWS (e)
No Editions: Christmas; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty Bradshaw
Columnist—Ray Barnes
Editorial Writer—Ray Barnes
Fashion—Betty Bradshaw
Food—Betty Bradshaw
Society—Betty Bradshaw

BURBANK (Calif.), DAILY REVIEW (e)
Run-of Paper Color Advs: Up to 2 colors. Any day except Sat. or Sun.
Special Editions: Burbank on Parade (Oct.); Back to School (Aug.); Fall Fashions (Oct.)
No Editions: Christmas & New Years.
Group Membership: Calif. Newspaper Publisher Association.
Food and/or Household Dept: Thursdays.
Radio Station Affiliation: KBLA
Television Station Affiliation: KCOP
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Turner
Aviation—Lyn Nofziger
Book—Lyn Nofziger
Church—Lyn Nofziger
Editorial Writers—Lyn Nofziger
Education—Lyn Nofziger
Fashion—Pat Phyllips
Food—Pat Phyllips
Librarian—Pete Vogel
Music—Richard D. Saunders
Photo. Dept. Mgr.—Lyn Nofziger
Picture Editor—Lyn Nofziger
Radio-Television—Gene Inge
Society—Pat Phillips

CHICO (Calif.), ENTERPRISE-RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors, plus black. Daily except Wed.
Advs. Not Accepted: Vending machine; competitive mail order.
Split Run Advertising: Geographically.
Special Editions: Cooking School (Mar.)
No Editions: Thanksgiving; Christmas; New Years Day; July 4th; Labor Day.

COLTON (Calif.), COURIER (e)
No Editions: July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Melvin Mitchell
Aviation—Chas. K. Dooley
Columnist—Charles K. Dooley
Editorial Writer—Charles K. Dooley
Photo. Dept. Mgr.—Jim White
Radio-Television—Melvin Mitchell
Society—Fay Treqia

CONCORD (Calif.), TRANSCRIPT (e ex. Sat.)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.).
No Editions: Postal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Dora Friedrich
Columnists—Clif Moore; Dora Friedrich; Lawna Williams
Editorial Writer—Jack Mackey
Fashion—Lucile Aldrich
Society—Dora Friedrich

CORNING (Calif.), OBSERVER (e)
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving or Xmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Pamela Wood, Editor.

CORONA (Calif.), INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Justin Hammond
Church—Norma England
Columnist—Justin Hammond
Credit Manager—Harry R. Sothcott
Editorial Writer—J. C. Hammond
Motion Picture-Theatrical—Norma England
Music—Laurene Roof
Personnel Manager—Justin Hammond
Photo. Dept. Mgr.—Justin Hammond
Real Estate—Arch Jones
Travel—J. C. Hammond
Society—Norma England

CULVER CITY (Calif.), EVENING STAR-NEWS (e)
Run-of-Paper Color Advs: Up to 3 colors.
Split Run Advertising: Geographically
Special Editions: La Ballona Valley Days (Aug.); Fashion (May) & (Sept.); Home & Garden (Mar.) & (Oct.)
No Editions: Christmas
Food and/or Household Dept: Thursday
Television Station Affiliation: KCOP, Los Angeles.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Carlson
Aviation—Arthur Carlson
Book—Helen Black
Business-Financial—W. D. McGlassson
Church—Gloria Bonando
Columnists—Wm. Fenderson; Helen Black; Arthur Carlson
Credit Manager—Don Throe
Editorial Writer—David J. Duncan
Education—William Fenderson
Fashion—Gloria Bonando
Food—Gloria Bonando
Garden—Wm. Fenderson
Librarian—C. M. Weisenberg
Motion Picture-Theatrical—C. M. Weisenberg
Music—Helen Black
Photo. Dept. Mgr.—Gary Brann
Picture Editor—W. D. McGlasson
Radio-Television—Helen Black
Real Estate—Wm. Fenderson
Travel—C. M. Weisenberg
Society—Gloria Bonando

EL CENTRO (Calif.), POST (m); IMPERIAL VALLEY PRESS (e); POST-PRESS (S)
Run-of-Paper Color Advs.: 1 color and black. Daily & Sun.
Advs. Not Accepted: Cash in advance thru mail.
Special Editions: Inland Empire (Jan.); Fashion-Style (Mar.); Home (Oct.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Norma Ryan
Editorial Writers—Paul A. Jenkins; Carl W. Schooss; Dave Galloway
Farm—Tom Ryder
Fashion—Norma Ryan
Food—Norma Ryan
Photo. Dept. Mgr.—Larry Crackel
Society—Norma Ryan

ESCONDIDO (Calif.), TIMES-ADVOCATE (e)
Daily color comics carried.
Special Editions: Spring Fashion (Apr.); Fall Fashion (Oct.); Home Edition Auto. (as scheduled); Pre-Christmas (Dec.); Year's End (Dec. 31)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Columns Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. R. McClintock
Book—Victoria Speers
Business-Financial—Ethel Nordheim
Church—Jane Miller
Columnists—The Prowler; Victoria Speers
Credit Manager—Ethel Nordheim
Editorial Writer—Fred W. Speers
Education—Eloise Perkins
Farm—Alison Morey
Fashion—Jane Miller
Food—Ted Watterson
Garden—Alison Morey
Librarian—Helen Fritz
Motion Picture-Theatrical—Eloise Perkins
Music—Eloise Perkins
Photo. Dept. Mgr.—George McCormick
Picture Editor—Eloise Perkins
Radio-Television—Shirley Peet
Real Estate—Jeannine Howell
Travel—Alison Morey
Society—Jane Miller

EUREKA (Calif.), HUMBOLDT TIMES (m) (S) HUMBOLDT STANDARD (e)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Hardware Week (April); Vacation Edition (May); Logging and Sawmill Equipment (May); Back to School (Aug.); Operation Snow Flake (Dec.).
Food and/or Household Dept.: Wed. (e); Thurs. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Andy Genzoli (m) (S)
Credit Manager—Bess Maddox
Food—Corinne Woodard (m) (e)
Garden—Margaret Delaney (m) (e)
Society—Corinne Woodard (S) (m); Margaret Delaney (e)

FONTANA (Calif.), HERALD-NEWS (e)
Special Editions: Fontana Days (May).
No Editions: Christmas.
Food and/or Household Dept.: Wednesday Food Page; Saturday Builders Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Myrtle G. Saugstad
Credit Manager—Gertrude F. Ingham
Editorial Writer—James B. Conner
Photo. Dept. Mgr.—George Stewart
Society—Mr. Myrtle G. Saugstad

FRESNO (Calif.), BEE (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily & Sunday.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other paper.
Advs. Not Accepted: obj. medical; liquor in comics.
Print Own Magazine: California Country Life
Group Membership: Metro Pacific; Pacific Sunday Mag. Group.
Food and/or Household Dept.: Daily & Sunday.
Radio Station Affiliation: KMJ
Television Station Affiliation: KMJ-TV
Syndicated Magazine section carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Carl Somdal
Credit Manager—Lester L. Berry
Farm—M. J. Keyes
Food—Katherine Kitchen
Librarian—Anna Christensen
Personnel Mgr.—Wm. Otto

FULLERTON (Calif.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Annual Special Editions: Progress (Aug.).
No Editions: New Years; July 4th, Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilmer N. Long
Church—James MacDonald
Columnists—Don Keller; Bea Baxter
Editorial Writers—Leif Johnson; Edgar F. Elfstrom
Education—Leif Johnson
Fashion—Verna Lumbard
Food—Margaret B. Elliott
Garden—Wilmer N. Long
Photo. Dept. Mgr.—Leif Johnson
Picture Editor—Leif Johnson
Real Estate—Wilmer N. Long
Society—Verna Lumbard

GARDEN GROVE (Calif.), NEWS (e) (S)
Run-of-Paper Color Advs.: 2 colors Mon., Tues.
Sunday color comics carried.
No Editions: Christmas.
Group Membership: C.N.P.A.; N.E.A.; A.B.C.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dee Wilhite
Church—Martin Bentson
Columnists—Dixon Gayer
Credit Manager—Mrs. U. Utt
Editorial Writer—Fred F. Allen
Radio-Television—Dixon Gayer
Society—Dona Pamer

GILROY (Calif.), EVENING DISPATCH (e ex. Sat)
Special Editions: Gymkhana (June); Christmas (Dec.).
No Editions: New Years, Christmas, July 4th, Memorial Day, Thanksgiving, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Lovinger
Book—Fred Lovinger
Church—Gertrude Lake
Editorial Writer—Fred Lovinger
Farm—Fred Lovinger
Fashion—Gertrude Lake
Food—Gertrude Lake
Society—Gertrude Lake

GLENDALE (Calif.), NEWS-PRESS (e)
Run-of-Paper. 1 color. Daily; Reservations required.
Split Run Advertising: Every-other Paper.
Special Editions: Yule Buy Days (Nov.); Builders (Sept.); Fashion (Spring & Fall); Auto (Spring & Fall).
Print Own Magazine: Yes.
Food and/or Household Dept: Weekly food page in Saturday magazine section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Anthony R. Donvito
Book—Carroll W. Parcher
Business-Financial—R. O. Cochran
Columnists—Carroll W. Parcher; Dick Micks; Guy S. Allison.
Editorial Writers—Carroll W. Parcher; C. F. Waite
Fashion—Betty Preston
Food—Zola Vincent
Garden—George Hutchison
Librarian—Hazel Boyer
Photo. Dept. Mgr.—Salvador J. Felix
Radio-Television—Gene Inge
Real Estate—R. O. Cochran
Travel—R. O. Cochran
Society—Betty Preston

GRASS VALLEY-NEVADA CITY (Calif.) UNION
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.

HANFORD (Calif.), SENTINEL (e)
No Editions: Jan 1; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday (e).
Radio Station Affiliation: KNGS
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—B. L. Spindler
Editorial Writer—Larry McSwain
Farm—Deane Townes
Fashion—Willetta Regan
Food—Willetta Regan
Society—Willetta Regan

HAYWARD (Calif.), REVIEW (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Coin machine buyers.
Special Editions: Progress (Feb.); Art Assoc. (Oct.); Public School (Apr.);
Food and/or Household Dept: Food pages (Wed. & Thurs.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dayton Pierson
Business-Financial—Alvin Shayt
Church—Dorothy Cuthbertson
Editorial Writers—George Lower; Richard P Hafner, Jr.
Education—Leona Ward
Fashion—Dorothy Cuthbertson
Food—Zola Vincent
Garden—Alvin Shayt
Picture Editor—Charles Ruiz
Real Estate—Edlarene (Eddie) Hook
Society—Ernestine Wiseman

HOLLYWOOD (Calif.), CITIZEN-NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. (Restricted days.)
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Liquor; Investment censorship.
Special Editions: Academy Awards (March); Fashions (Fall, Spring); Auto (Jan.); Air Conditioning (June); Schools (Sept., Jan.)
Food and/or Household Dept: (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William S. Cribbin
Aviation—William S. Cribbin
Book—Walter Scratch
Business-Financial—Ralph Palmer
Church—Dan Swinton
Columnist—Austin Conover
Credit Mgr.—R. P. Smith
Editorial Writers—Walter Scratch
Fashion—Ursula Baumann
Food—Peggy Powell
Garden—A. C. "Red" Fox
Motion Picture-Theatrical—Lowell Redelings
Photo. Dept. Mgr.—Harley Martin
Picture Editor—Sam Gordon
Radio-Television—Zuma Palmer
Real Estate—A. C. "Red" Fox
Travel-Resort—Harold Hubbard
Society—Ursula Baumann

HUNTINGTON PARK (Calif.), SIGNAL (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Evelyn Mitchell

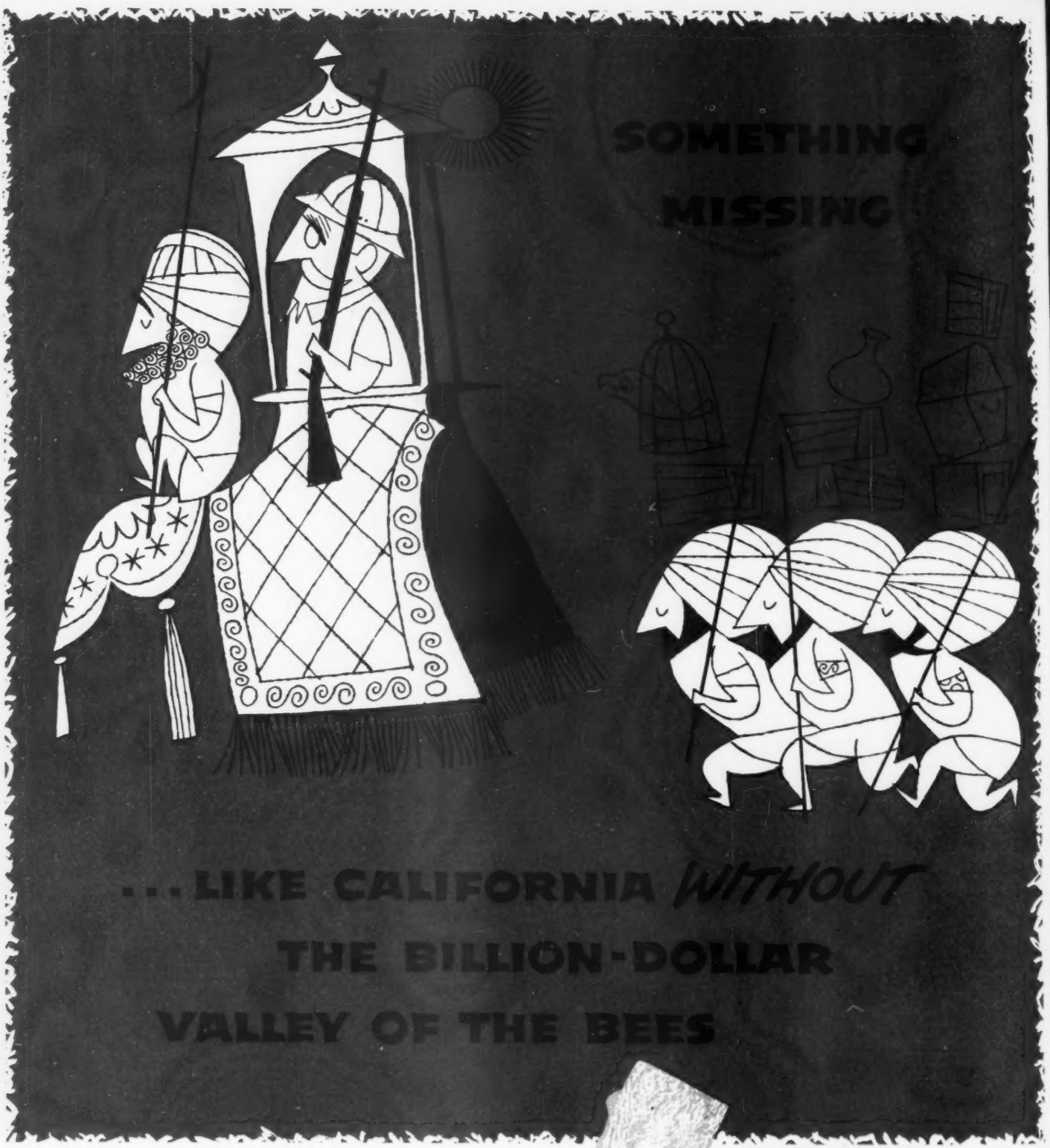
INGLEWOOD (Calif.), DAILY NEWS (e)
Run of Paper Color Advs.: Daily.
Special Editions: Progress Edition (Sept.).
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Lennartz
Aviation—Walt Guerrero
Business-Financial—Edwin W. Dean
Church—Beverly Summo
Columnists—Robert O. Vincent; Warren Turnbull
Editorial Writers—Edwin W. Dean; Robert O. Vincent
Education—Walt Guerrero
Fashion—Vivian L. Willits
Food—Vivian L. Willits
Motion Picture-Theatrical—Beverly Summo
Music—Vivian L. Willits
Photo. Dept. Mgr.—R. O. Vincent
Picture Editor—R. O. Vincent
Real Estate—Thomas Delperdang
Society—Vivian L. Willits

LANCASTER (Calif.), ANTELOPE VALLEY LEDGER GAZETTE (d. ex. Sat.)
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—George Willey
Society—Elinor Burke

LODI (Calif.), NEWS-SENTINEL (m)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Lodi Grape Festival (Sept.); Christmas (Dec.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—A. W. Marquardt; Carl Underwood
Editorial Writer—A. W. Marquardt
Photo. Dept. Mgr.—Paul Zimmerman

LONG BEACH (Calif.), INDEPENDENT (m); PRESS-TELEGRAM (e); INDEPENDENT-PRESS-TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: All advertising subject to approval of management.
Special Editions: Industry & Business Review (Jan.); Spring Garden Edition (Feb.); Spring Fashion Edition (Feb.); Travel & Vacation (May); Fall Fashion Edition (Sept.); Home Fashion-Time Edition (Sept); Fall Garden Section (Oct.); Christmas Section (Thanksgiving Day).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comics; Pacific Sunday Magazine Group; Nancy Sasser.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Art Stephan
Aviation—Don Brackenbury
Church—Ken Knight
Columnists—Malcolm Epley; Harry Fulton
Credit Mgr.—Walter H. Polak
Editorial Writers—Harry Karns, Lawrence A. Collins, Sr.; Malcolm Epley
Fashion—Mary Lou Zehms
Food—Mildred Flanary
Garden—Fred Kraft
Librarian—Eugenia MacDonald
Photo. Dept. Mgr.—Roger Coar

(Continued on Page 176)



✓ Actually, effective buying income of more than $2.5 billion

✓ More than twice the retail sales of Indianapolis metropolitan area

✓ Not covered by San Francisco and Los Angeles newspapers

It takes the 3 Bees to carry your sales message into California's rich inland valley. Valley families, cut off from the coast by mountains, read their own local papers. There's where you should tell them about your product.

Data Source: Sales Management's 1956 Copyrighted Survey

THE SACRAMENTO BEE Leading newspaper in California's capital city. Reaches 9 out of 10 families in ABC city zone, and 1 out of every 2 families in the 19-county Sacramento market.

THE MODESTO BEE Reaches 9 out of 10 families in ABC city zone, over one-half of the families in the ABC trading area. It is the only newspaper covering the Modesto area.

THE FRESNO BEE The only newspaper covering the Fresno area. Reaches 9 out of 10 families in the ABC city zone, and 1 out of 2 families in the ABC trading area.

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from Page 175)

LONG BEACH (Calif.)—Cont'd

Picture Editor—Robert Swanson
Radio-Television—Terry Vernon (m) (S); John Frederick (e)
Real Estate—Ken Chilcote
Regional News—Vern Anthony
Travel—Fred Kraft
Society—Mary Lou Zehms

LOS ANGELES (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thurs. & Sat.
Sunday color comics carried.
Magazine Section Carried: American Weekly; Pictorial Living.
Group Membership: Puck-The Comic Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Barnard
Aviation—Tom Towers
Book—Clark Kinnard
Business-Financial—Willis Heim
Cartoonists—Karl Hubenthal; Ted Gale
Church—Ernest Lonsdale
Columnist—Vincent X. Flaherty
Credit Mgr —E. H. Denison
Editorial Writer—Jose Rodriguez
Education—Don Caswell
Farm—Willis Heim
Fashion—Babette
Food—Prudence Penny
Garden—Bill Milligan
Motion Picture-Theatrical—Louella Parsons
Music—Patterson Greene
Photo. Dept. Mgr.—Sam Sansone
Picture Editor—Bob Boich
Radio-Television—Jack Lait, Jr.
Real Estate—Ernest Lonsdale
Travel—John Stingle
Society—Lynn Spencer

LOS ANGELES (Calif.), HERALD AND EXPRESS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Every day except Thursday.
Advs. Not Accepted: Hypnotism.
Special Editions: Annual Bus. Review (Sept.); App. Almanac (July); Auto Show Number (Varies); Resort & Travel (May & Dec.).
Food and/or Household Dept.: Yes.
Television Station Affiliation: KNXT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Bloomer
Aviation—Ned Collins
Book—Lewis S. Young
Business-Financial—Alex N. Campbell
Cartoonists—J. P. Maloney
Church—Alma May Cook
Columnists—Bill Kennedy; Jimmy Starr
Credit Mgr.—E. H. Dennison
Editorial Writer—Lewis S. Young
Education—Arthur C. Atwell
Fashion—Agnes McCay
Food—Selma Andrews
Garden—Chris Redondo
Librarian—Eugene Bradford
Motion Picture-Theatrical—Harrison Carroll; Jimmy Starr
Music—Alma Gowdy
Photo. Dept. Mgr.—Perry Fowler
Picture Editor—Edward Krauch
Radio-Television—Bob Hull
Real Estate—George McElroy
Travel—Elmar Baxter
Society—Anne T. Smith; Meredith Overpeck

LOS ANGELES (Calif.), MIRROR-NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper
Special Editions: Yes (Jan.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or Managers
Auto—Floyd Freel
Book—Rex Barley
Business-Financial—David Rees
Cartoonist—Leo Thiele
Church—Omar Garrison
Columnists—Paul Coates; Dick Williams; Hal Humphrey; Jane Palmer; Sid Ziff; Max Stiles; Kendis Rochlen; Wanda Henderson & Matt Weinstock
Credit Mgr.—Gilbert W. Sites
Editorial Writer—Herb Stinson
Food—Anita Bennett
Garden—R. E. Atkinson
Librarian—Wilbur Kent
Motion Picture-Theatrical—Dick Williams
Music—Raymond Kendall
Photo. Dept. Mgr.—Frederic Cheuvront
Radio-Television—Hal Humphrey
Real Estate—James Speedie
Travel—Herb Stinson
Society—Wanda Henderson

LOS ANGELES (Calif.), TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun ex. Fri. 1 color Fri.
Sunday color comics carried
Advs. Not Accepted: Liquor.
Special Editions: Mid Winter (Jan).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group; Pacific Sunday Magazine Group.
Food and/or Household Dept.: Yes.
Television Station Affiliation: KTTV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn J. Rogers
Aviation—Marvin Miles
Book—Robert Kirsch
Business-Financial—Harold Walsh
Cartoonist—Bruce Russell
Church—Daniel Thrapp
Columnists—Bill Henry; Gene Sherman
Credit Mgr.—Gilbert W. Sites
Editorial Writers—Kirby Ramsdell; Humphrey Owen
Fashion—Fay Hammond
Food—Marian Manners
Librarian—Romeo Carraro
Motion Picture-Theatrical—Philip Scheuer
Music—Albert Goldberg
Photo. Dept. Mgr.— Paul Calvert
Picture Editor—William Wasson
Television—Cecil Smith
Real Estate—Charles C. Cohan
Travel—Lynn Rogers
Society—Elizabeth Goodland

LOS GATOS (Calif.), TIMES (e ex. Sat.)
Special Editions—Spring Opening (Apr.); Back-to-school (Aug.); National Wine Week (Oct.); Cooking School (Nov.).
No Editions: New Years; Washington's Birthday; Lincoln's Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ward Fritch
Book—Mrs. Gene Johnson
Columnists—John Baggerly; Sam Hanson
Editorial Writer—George R. Kane
Fashion—Mrs. Barbara Sawyer
Food—Mrs. Barbara Sawyer
Picture Editor—Gene Johnson
Real Estate—Mrs. Mary Andrews
Travel—Mrs. Gene Johnson
Society—Mrs. Barbara Sawyer

MADERA (Calif.), NEWS-TRIBUNE (e)
Advs. Not Accepted: Mail Order.
Special Editions: Fair edition (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column and news on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Barbara Richardson
Church—Barbara Richardson
Editorial Writer—Harry Nordwick
Fashion—Doris Maggiorini
Food—Doris Maggiorini
Garden—Barbara Richardson
Librarian—Mrs. Alma Thayer
Photo. Dept. Mgr.—Harry Nordwick
Picture Editor—Harry Nordwick
Radio-Television—Mrs. Alma Thayer
Society—Doris Maggiorini

MARTINEZ (Calif.), CONTRA COSTA GAZETTE (e)
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept: Daily Food Col.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Warnholz
Church—Doris Lindgren
Columnist—Jim Ritch
Editorial Writers—Jim Ritch; Wm. R. Sharkey, Jr.
Farm—Wm. R. Sharkey, Jr.
Fashion—Doris Lindgren
Food—Doris Lindgren
Garden—Fred Warnholz
Photo. Dept. Mgr.—W. H. Hexner
Picture Editor—Doris Lindgren
Radio-Television—Jeff Greer
Society—Doris Lindgren

MARYSVILLE (Calif.), APPEAL-DEMOCRAT (e)
Run-of-Paper Color Advs.: 1 color. Every day.
No Editions: Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Stan Gelling
Church—Betty Jo Hicks
Editorial Writers—W. J. Monahan
Garden—Neva Romelsbacher
Society—Betty Jo Hicks

MODESTO (Calif.), BEE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Colored comics carried Saturday only.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Call of the Open Road (June); Christmas Edition (Nov.).
Print Own Magazine; Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KBEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Chas. E. Mendenhall
Food—Katherine Kitchen
Librarian—Patricia J. Morrison
Personnel Director—Brown Maloney
Society—Beth Cook

MONROVIA (Calif.), NEWS-POST (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily
Special Editions: Monrorial Day (May); Year-End Ed. (Dec.)
Food and/or Household Dept: Thurs.
Television Station Affiliation: KCOP
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwood Irwin
Church—Dorothy Sanborn
Credit Manager—David G. Holmes
Editorial Writers—Elwood Irwin; Warren Taylor
Garden—Geo. Braden
Personnel Manager—Warren Taylor
Society—Roberta Noroian

MONTEREY (Calif.), PENINSULA HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Special Editions: American Art Week (Nov.); Fashion (Mar. & Sept.).
No Editions: Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irene Alexander
Church—Irene Alexander
Columnists—Allen Griffin; Edward Kennedy
Credit Mgr.—Inez Lorentzen
Editorial Writers—Allen Griffin; Edward Kennedy
Fashion—Bonnie Gartshore
Food—Brad Parker
Music—Fred Sorri
Photo. Dept. Mgr.—Peter Breinig
Society—Evelyn Londahl

MOUNTAIN VIEW (Calif.). REGISTER LEADER (e ex. Sat. & Sun.)
Run-of-Paper Color Advs.: Up to 2 colors.
No Editions: Christmas; New Years; Memorial Day; Labor Day; July 4th; Thanksgiving.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George M. Hall; Bob Foster; Eleanor Norris
Editorial Writer—George M. Hall; Joseph C. Houghteling
Society—Sally Wetterholm

NAPA (Calif.), REGISTER (e)
Run-of-Paper Color Advs.: Daily. 1 color.
No Editions: Christmas; New Years; Washington's Birthday; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vincent Hale
Aviation—Paul Donovan
Book—Lucy Case
Business-Financial—Whitfield Griffiths
Cartoonist—Robert McKenzie
Church—Arthur McKay
Credit Manager—Maurice Stallings
Education—Paul Donovan
Farm—James Young
Fashion—Lucy Case
Food—Lamar Tallman
Garden—James Young
Librarian—Phylis Beuoy
Photo. Dept. Mgr.—Robert McKenzie
Picture Editor—Arthur McKay
Radio-Television—Paul Donovan
Society—Lucy Case

NORTH HOLLYWOOD: SAN FERNANDO (Calif.) VALLEY TIMES (e) (Part of Los Angeles)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sat. color comics carried.
Special Editions: Household (Apr.); Fashion (Sept.).
Food and/or Household Dept.: Daily food column; Thursday food feature.
Radio Station Affiliation: KGIL - San Fernando Valley.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Ingalls
Business-Financial—Carl Miliken
Church—Virginia Everett
Columnists—Frank Green; Claude Newman; Peter Kokon; Merle Potter
Credit Mgr.—D. W. Kline
Editorial Writer—Roy Bennett
Fashion—Pat Laughrey
Food—Aline Law
Garden—Ed Hutton
Librarian—Anne Isackson
Motion Picture-Theatrical—Len Boyd
Music—Len Boyd
Photo. Dept. Mgr.—Lawrence Paulson
Picture Editor—Almer Isackson
Radio-Television—Allen Rich
Real Estate—Ed Hutton
Society—Francis Dewberry

OAKLAND (Calif.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. 1 color daily & Sun. 4 colors Mon. & Thurs.
Sunday color comics carried.
Special Editions: Graduation Section (Public Schools, Financial Review (Jan.); Travel Section; Downtown Day Section, Automobile Show Section (Feb.); Spring Fashion Section (Mar.); Home & Garden Section (Apr.); Garden Show Section, Vacationland Section, Graduation Section (Public Schools) (May); Downtown Day (Aug.); Gourmet Section, Fall Fashion Section, Parade of Progress, National Home Week Section, Home Fashion Time Section (Sept.); Downtown Day (Oct.); Do-It-Yourself Section (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comic Group.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLX
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Homer Fey
Book—Nancy Barr Mavity
Business-Financial—John F. Martin
Cartoonists—Lou Grant; Leland S. Susman
Church—William F. Rose
Columnist—John L. Burroughs
Credit Manager—R. A. Christianer
Editorial Writer—Raymond Lawrence
Fashion—Hazel Black
Food—Margaret C. Bowers
Garden—H. M. Butterfield
Librarian—Arthur Hakel
Motion Picture-Theatrical—Theresa Cone
Music—Clifford Gessler
Photo. Dept. Mgr.—Keith Dennison
Radio-Television—James Abbe
Travel—Mort Cathro
Society—Lyda Brockhagen

OCEANSIDE (Calif.), BLADE-TRIBUNE (e)
Special Editions: Marine Corps Anniversary (Nov.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Charles T. Hubbs
Fashion—Mrs. J. W. Fager
Food—Jackie Ishmael
Military Editor—Charles T. Hubbs
Picture Editor—Richard Carboneau
Society—Mrs. J. W. Fager
TV-Radio Editor—Gerald J. Brown

ONTARIO-UPLAND (Calif.), REPORT (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
Food and/or Household Dept: Food Pages, Wed. and Thurs.; Home & Garden pages, Friday.
Radio Station Affiliation: KOCS and KEDO (FM).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Andrew B. Appleby
Editorial Writers—Mrs. Jerene Appleby Harnish; Rolph Fairchild
Society—Mrs. Dorothy Pries

ORANGE (Calif.) NEWS (e)
Special Editions: Mid-Winter Review (Feb.); Spring Anniversary (May); Mid-Summer Review (July).
No Editions: New Years; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles Voigt
Business-Financial—Charles Voigt
Columnists—Charles Voigt; Florence Lodbell; Bob Womack; Caroline Sandford
Editorial Writer—Charles Voigt
Fashion—Amy Palmiter
Garden—Amy Palmiter
Motion Picture-Theatrical—John Sandford
Music—Caroline Sandford
Personnel Mgr.—Charles Voigt
Picture Editor—Jack Carper
Radio-Television—Jack Carper
Real Estate—Charles Voigt
Society—Amy Palmiter

OROVILLE (Calif.), MERCURY-REGISTER (e)
Run-of-Paper Color Advs.: 1 color.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dan L. Beebe
Photo. Dept. Mgr.—Dan L. Beebe, Jr.

OXNARD (Calif.), PRESS-COURIER(e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Special Editions: Industrial (Jan.); Spring Fashion (Easter); School (Aug.); Fall Fashion (Sept.);
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Sollen
Book—M.s. George Grimes
Church—Stanley Mandel
Editorial Writer—George Grimes
Education—Robert Mount
Librarian—Marion Dennis
Photo. Dept. Mgr.—Richard Turner

PALM SPRINGS (Calif.), DESERT SUN (e ex. Mon)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Daily color comics carried.
Special Editions: Western Week (Oct.); Christmas (Dec.); Circus Week (Mar.); Mid Winter (Jan.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hildy Crawford
Columnists—R. F. Graettinger; Hildy Crawford
Fashion—Hildy Crawford
Photo. Dept. Mgr.—Robert Nims
Picture Editor—Fred Weigel
Society—Hildy Crawford

PALO ALTO (Calif.), TIMES (e)
Advs. Not Accepted: Liquor; gambling; racing.
Special Editions: Spring Fashions (Mar.); Back-to-School (Aug.); Fall Fashions (Sept.). Christmas Edition (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Donald Freedman
Business-Financial—Donald Freedman
Columnists—Dallas E. Wood; Elinor V. Cogswell; Alexander Bodi
Editorial Writers—Elinor V. Cogswell; Alexander Bodi
Fashion—Cornelia Matijasevich
Garden—John Jurgens
Librarian—Mary Campbell
Photo. Dept. Mgr.—Eugene Tupper
Radio-Television—Ellis Walker
Real Estate—Donald Freedman
Society—Cornelia Matijasevich

PASADENA (Calif.), INDEPENDENT (m); STAR NEWS (e); INDEPENDENT STAR NEWS (S)
Run-of-Paper Color Advs.: 3 colors.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions (m) (S): Fashion (Feb. & Sept.); New Years Tournament of Roses Pictorial (Jan.) Garden (Apr. & Oct. second Sundays).
Food and/or Household Dept.: Food column and pages Thurs.
Special Editions (e) (S): Tournament of Roses (Jan.); Fall Fashion (Sept.); Spring Fashion (Feb.); Garden (Spring) (Mar.); Garden (Fall) (Oct.).
Food and/or Household Columns and pages, Wed.
Syndicated Magazine Carried: Parade
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Hawkes
Book—Robert Foote
Business-Financial—Bill Gossett
Church—C. Fred Shoop
Columnists—Bill Sumner; Russ Leadabrand; Lyle Nash; Virginia Kay; George Cowing; Joseph L. Mears, Jr.
Editorial Writers—Lee M. Merriman; Bill Sumner; William Christian; Irving Fang
Education—Jack Burtt
Fashion—Ruth Billheimer
Food—Patricia McCune
Garden—David I. Gilfillan
Librarian—Ethel LeFebvre
Motion Picture-Theatrical—Vera Danielson
Music—Gus Albrecht
Photo—Ben Olender
Radio-Television—Pat Nogler
Real Estate—Larry Washburn
Society—Ruth Billheimer
Travel—Russ Leadabrand

PASO ROBLES (Calif.). PRESS (e ex Sat)
Special Editions: Fair Edition (Aug.); Pioneer Day (Oct.).
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—F. E. Weybret
Society—Joyce Gombus

PETALUMA (Calif.), ARGUS-COURIER (e)
Special Editions: Christmas (Nov.); Back to School (Aug.); Spring Opening (Mar. or Apr.)
No Editions: Thanksgiving; Christmas; New Years; July 4th; Labor Day; occasionally others.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Bill Soberanes
Editorial Writer—Duncan H. Olmsted
Farm—Gus Stevens
Food—Lura Frati
Garden—Lura Frati
Society—Mrs. Lura Frati

POMONA (Calif.), PROGRESS BULLETIN (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Saturday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Gendron
Church—Larry Mann
Columnists—A. T. Richardson
Editorial Writer—A. T. Richardson
Garden—Harrison Stephens
Picture Editor—Joe Gendron
Society—Mary Campbell

PORTERVILLE (Calif.), RECORDER (e)
Special Editions: Home Coming Edition (Nov.); Christmas Opening (Nov.); Back to School (Aug.); Dollar Days.
No Editions: Memorial Day; Christmas; New Years; Thanksgiving; July 4th; Labor Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Homer W. Wood; Henry Brock, Jr.; Robert Moyle.
Society—Patricia Geisler

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from Page 176)

RED BLUFF (Calif.), NEWS (e)
Special Editions: Bull Sale (Jan.); Christmas (Nov.).
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nelson Wilson
Book—Marion S. Walker
Church—Nelson Wilson
Editorial Writers—Nelson Wilson
Garden—Opal M. Tucker
Picture Editor—Nelson Wilson

REDDING (Calif.), RECORD-SEARCHLIGHT (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Paul C. Bodenhamer
Fashion—Mrs. Margaret Galloway
Food—Miss Romona McGuire
Photo. Dept. Mgr.—Paul C. Bodenhamer
Society—Mrs. Margaret Galloway

REDLANDS (Calif.), FACTS (e)
Advs. Not Accepted: Liquor except beer and wine; help wanted outside.
Special Interests: Food-Wednesday; Automobile News-Thursday; Home and Garden-Friday.
Special Editions: Spring Fashion (Apr.); Fall Fashion (Oct.).
No Editions: Thanksgiving; Christmas; July 4th.
Group Membership: C.N.P.A.

REDONDO BEACH (Calif.), BREEZE (e)
Run-of-Paper Color Advs.: Up to 4 colors, 5 days.
Special Editions: Spring Fashions (Mar.); Made in Calif. (April); Vacation (May); Fall Fashions (Sept.); Christmas (Nov.).
Television Station: KCOP (Channel 13) L. A.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stuart Robertson
Church—Mildred Hunt
Columnist—S. C. Stewart
Credit Mgr.—Robert Nemecek
Editorial Writer—S. C. Stewart
Fashion—Mary Brandvig
Food—Elizabeth Wimmer
Garden—Elaine Borgeson
Photo. Dept. Mgr.—Bruce Howell
Society—Mary Brandvig

REDWOOD CITY (Calif.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Horse racing; Liquor.
Special Editions: Spring (Mar.); Fall (Sept.); Christmas (Nov.).
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Schutz
Book—Arthur Chamberlain
Church—Richard A. Lewis
Columnists—Ray Spangler, Dallas Wood
Editorial Writers—Elinor Cogswell; David Schutz; Ray Spangler
Education—Otto Tallent
Fashion—Jean Vellenga
Food—Jean Vellenga
Photo. Dept. Mgr.—Reginald McGovern
Picture Editor—David Schutz
Radio-Television—Ellis Walker
Society—Jean Vellenga

RICHMOND (Calif.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Special Editions: Industrial Progress (Jan.); Sports Show (Feb.); Home and Garden (March); Dollar Days (March-July); Do It Yourself (Oct.); Christmas (Nov.).
Food and/or Household Dept.: Wed. and Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—O. M. Owens
Book—Helen Williams
Business-Financial—Russell Whiting
Church—Jerry Belcher
Columnists—A. M. Richards, Jr.; Ed. Levitt; Gordon Raddue; Helen Williams; George B. Tashman
Credit Mgr.—J. A. Larsen
Editorial Writers—A. M. Richards, Jr.; R. F. Whiting
Fashion—Helen Williams
Food—Helen Williams
Garden—Jack Bradshaw
Photo. Dept. Mgr.—Robert Forsburg
Picture Editor—A. M. Richards, Jr.
Radio-Television—George Tashman
Real Estate—Jack Bradshaw
Travel—Helen Williams
Society—Helen Williams

RIVERSIDE (Calif.), ENTERPRISE (m); PRESS (e); PRESS-ENTERPRISE (S).
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Sunday color comics carried.
Special Editions: Spring Fashion (Mar.); Building-Homes & Garden (Spring); Cooking School (April); Fall Fashion (Sept.).
Press-Enterprise Editions: Thanksgiving; Christmas; July 4th.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food section Wed.; Home & Bldg., Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Hammond, Jr.
Aviation—Bob Boden
Book—Tom Patterson
Business-Financial—Tom Patterson
Church—Bob Boden
Columnists—George Rix; Margaret Steen; Garland Rose; Garland Griffin; Bob Hirt; Ed Ritter; Don MacPherson; Don Wilson
Credit Mgr.—A. M. Dotson
Editorial Writers—Howard H. Hays, Jr.; Norman A. Cherniss
Education—Tom Patterson
Farm—Gilbert Rusk
Fashion—Margaret Steen
Food—Lorraine Wallihan
Garden—Lorraine Small
Librarian—Lucile Whitehurst
Motion Picture-Theatrical—Bob Hirt
Music—Beth Teters
Photo. Dept. Mgr.—Fred Bauman
Radio-Television—Clarence Carpenter; Bob Hirt
Travel—Bob Hirt
Society—Margaret Steen

ROSEVILLE (Calif.) PRESS-TRIBUNE
Special Editions: Cooking School (Oct.); Travel & Vacation (June); Automotive (Jan.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Group Membership: C.N.P.A.; Bureau of Adv.
Food and/or Household Dept.; Food section (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dwight Foster
Book—C. Peterson
Church—Roy Spence
Columnist—F. E. Sevrens
Editorial Writer—C. Mitchell
Education—Helen Sharpe
Farm—C. Mitchell
Fashion—Rose Fletcher
Food—C. Petersen
Librarian—E. Williams
Motion Picture-Theatrical—Roy Spence
Photo. Dept. Mgr.—James Sevrens
Picture Editor—L. Stewart
Radio-Television—Lynn Allen
Real Estate—F. E. Sevrens
Travel—L. Stewart
Society—C. Peterson

SACRAMENTO (Calif.), BEE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions; Fall Fashion (Sept.); Progress Edit. (Fall); Cook Book (Nov.); Christmas Edit. (Nov.).
Print Own Magazine: Yes.
Group Membership: Metro-Pacific Group; Pacific Sunday Magazine Group; Nancy Sasser.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KFBK and KFBK-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Helmer
Aviation—George E. Helmer
Book—Wm. C. Glackin
Cartoonist—Newton Pratt
Church—George E. Helmer
Credit Mgr.—James Haug
Editorial Writers—Roy V. Bailey; George Dean; Ralph Blagden
Education—George E. Helmer
Farm—Hamilton Hintz
Fashion—Katherine Kitchen
Food—Katherine Kitchen
Garden—Hamilton Hintz
Librarian—Elouise Smith
Motion Picture-Theatrical—William C. Glackin
Music—William C. Glackin
Personnel Mgr.—Brown Maloney
Photo. Dept. Mgr.—Robert Handsaker
Picture Editor—George E. Helmer
Radio-Television—William C. Glackin
Real Estate—George E. Helmer
Society—Jacqueline Gage

SACRAMENTO (Calif.), UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Fashion (Mar.); Fashion (Sept.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Laurence E. McGhee
Book—E. E. Nichols
Credit Mgr.—E. A. Wulff
Editorial Writer—J. L. Rosenberg
Fashion—Maebelle Pendergast
Food—Maebelle Pendergast
Garden—Mack W. Ready
Motion Picture-Theatrical—E. E. Nichols
Photo. Dept. Mgr.—Joe Benetti
Society—Maebelle Pendergast

SALINAS (Calif.), CALIFORNIAN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Any day in week.
Special Editions: Rodeo and Progress No. (July); Get Acquainted (April).
No Editions: New Years; July 4th; Labor Day; Christmas; Memorial Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Weekly-Home of Week; Wed. and Thurs. food sections.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Gordon
Book—Dorothy Vera
Business-Financial—Max Gordon
Church—Max Gordon
Columnists—Max Gordon; H. McKay
Editorial Writer—Paul Caswell
Education—Francis Froehlicher, Jr.
Farm—George Whisler
Fashion—Laverne Gunderson
Food—Jack Patton
Garden—George Whisler
Librarian—Eugenia Boyd
Motion Picture-Theatrical—Max Gordon
Music—Max Gordon
Photo. Dept. Mgr.—Del Gard
Real Estate—Jack Patton
Travel—Max Gordon
Society—Laverne Gunderson

SAN BERNARDINO (Calif.), SUN (m); THE EVENING TELEGRAM (e); THE SUN-TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail order; vending machine.
Special Editions: Orange Show (Mar.); Mountain Edition (June); Desert Edition (Oct.).
Group Membership: Texas Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Reinhold
Aviation—R. L. Harbison
Book—Charles D. Perlee
Business-Financial—W. B. Adams, Jr.
Church—James Geggie
Columnists—Meta Blackwell; R. L. Harbison; J. A. Guthrie; Charles D. Perlee; Virginia Brasier; George W. Savage
Credit Mgr.—E. L. Fleming
Editorial Writers—G. David Ackley; J. A. Guthrie; R. L. Harbison; Charles D. Perlee; Jefferson D. Yohn
Education—John Schaefer
Farm—John Schaefer
Fashion—Meta Blackwell
Food—Meta Blackwell
Garden—John Schaefer
Librarian—Edna K. Palmer
Motion Picture-Theatrical—Mary Sanchez
Music—Charles D. Perlee
Personnel Mgr.—James K. Guthrie
Photo. Dept. Mgr.—Curt Armstrong
Picture Editor—Curt Armstrong
Radio-Television—Mary Sanchez
Real Estate—W. B. Adams, Jr.
Travel—W. B. Adams, Jr.
Society—Charles D. Perlee

SAN DIEGO (Calif.), DAILY TRANSCRIPT (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Edward Morrison
Editorial Writers—Edward Morrison; Lydia Landon Grandier; Aline Grandier Arbuckle
Real Estate—Edward Morrison

SAN DIEGO (Calif.), UNION (m) (S); EVENING TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Thursday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: Parade
Group Membership: Metro-Pacific Group.
Food and/or Household Dept.: Food section (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nelson Roberts, Jr. (m) (e) (S)
Aviation—Lester Bell (m) (S); Ralph Bennett (e)
Book—George Jones (m) (S); George Brown (e)
Business-Financial—Irvine Reynolds (m) (S); George Dissinger (e)
Cartoonist—Ralph Yoes (m) (S); Jack Jordan (e)
Church—Emily Stoker (m) (S); Lois Large (e)
Columnists—Henry Love; Frank Rhoades; Constance Herreshoff; Eileen Jackson; Jack Murphy; Irvine Reynolds; Don Freeman; Edwin Martin; Nelson Fisher; David Hellyer; Kathryn Steffan (m); Dr. Armin Kietzmann (m) (S); Bruno Ussher; Neil Morgan; Naomi Baker; Gene Peach; Dave McIntyre; Frank Graham; George Herrick; John Bunker (e)
Editorial Writers—James S. Copley; Herbert Klein; Frank Anderson (m); Newell Jones; Jack Tucker; Floyd McCracken (e)
Education—Bryant Evans; Charles Davis (m) (S); Vincent Dunne (e)
Farm—Kenneth Reiley (m) (S); George Dissinger (e)
Fashion—Paula Kent; Helen Abel (m) (S); Betty Peach (e)
Food—Opal Crandall (m) (S); Eugenie Sedlock (e)
Garden—Justin Scharff (m) (S); George Dissinger (e)
Latin-America—David Hellyer (m) (S)
Secretary of Library—Olga Webber
Military Editor—Lester Bell (m) (S)
Motion Picture-Theatrical—Edwin Martin; Constance Herreshoff (m) (S); Dave McIntyre; Bruno Ussher (e)
Music—Constance Hereshoff (m) (S); Bruno Ussher (e)
Personnel Director—Walter S. J. Swanson
Photo. Dept. Mgr.—Stan Griffin (m) (e) (S)
Picture Editor—Jack Cooper (m) (S); Leo Bowler (e)
Radio-Television—Don Freeman (m) (S); Dave McIntyre (e)
Real Estate—Clyde Smith (m) (S); George Dissinger (e)
Travel—Robert E. Nichols (m) (S)
Society—Hugh Thompson (m) (S); Dorothy O'Toole (e)

SAN FERNANDO VALLEY. (See North Hollywood.)

SAN FRANCISCO (Calif.), CALL-BULLETIN (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily, Option necessary.
Split Run Advertising: Every-other Paper.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Haverty
Aviation—George Rhodes
Book—Virginia Bullivant
Business-Financial—Lindsay Arthur
Cartoonists—Mike Parks
Club—Dolores Waldorf
Columnists—Paul Speegle; Marsh Maslin
Credit Mgr.—V. H. Jenison
Editorial Writer—Andy Curtin
Fashion—Hazel Cummings
Librarian—S. Rasmussen
Food—Katherine O'Flynn
Motion Picture-Theatrical—Robt. Z. Hall
Music—Marie Hicks Davidson
Photo. Dept. Mgr.—Alec Loomis

SAN FRANCISCO (Calif.), CHRONICLE (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Jan.-Business Review & Outlook, Rose Planting; Feb.-Travel-International, Hi-Fi; Mar.-Fashions, Spring Gardens; Apr.-Indoor & Outdoor Living; May-Gourmet Guide, Travel-Domestic; Aug.-Back-to-School, Hi-Fi; Sept.-Fall Fashions, Fall Home Furnishing Fashions; Oct.-Fall Travel; Nov.-Children's Books, Christmas Shopping, Christmas Books; Dec.-Auto Show.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Pacific Sunday Magazine.
Food and/or Household Dept.: Food section every Thursday.
Television and Radio Affiliation: KRON TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leon Pinkson
Book—William Hogan
Business-Financial—Sidney Allen
Cartoonists—Robert Bastian
Columnists—Stanton Delaplane; David Hulburd; Abe Mellinkoff; Marjorie Trumbell; Royce Brier; Abigail Van Buren
Editorial Writers—Templeton Peck; Alvin Hyman
Fashion—Evelyn Hannay
Food—Jane Benet
Garden—Richard Johnston
Librarian—Thelma Weber
Motion Picture-Theatrical—Paine Knickerbocker
Music—Alfred Frankenstein
Photo. Dept. Mgr.—Clem Albers
Radio-Television—Terrence O'Flaherty
Travel—Polly Noyes
Society—Yvonne Mero

SAN FRANCISCO (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs.: 1 color and Black. Monday thru Sat. 2 or 4 colors Mon. thru Fri. at Publisher's option. 4 colors Sun. Pictorial Review only.
Sunday color comics carried.
Split Run Advertising: Page units only. Every-other Paper.
Special Editions: Business Forecast (Approx. Jan. 1).
Print Own Magazine: Yes.
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Meeken
Business-Financial—Donald K. White
Cartoonist—Wiley Smith
Church—Dorothy Paul
Columnist—A. Dwight Newton
Credit Mgr.—Edward Foley
Editorial Writers—Dick Pearce
Food—Prudence Penny
Garden—Peter Greenleaf
Librarian—Larry Lieurance
Motion Picture-Theatrical—Hortense Morton
Music—Alexander Fried
Photo. Dept. Mgr.—M. Sacco
Picture Editor—Wm. Mork
Radio-Television—A. Dwight Newton
Society—Kathleen Doyle

SAN FRANCISCO (Calif.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Subject to censorship.
Special Editions: Travel Section (May and Nov.); Opera Section (Sept.).
Food and/or Household Dept.: Daily Food Column. Special Section Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert K. Hill
Aviation—Henry Kusserow
Book—Alma Oberst
Business-Financial—John Piper
Church—Betty Hoggan
Columnists—Arthur Caylor; Jack Rosenbaum; Donald Canter
Credit Manager—Jack S. Gunnison
Editorial Writer—Robert W. Lee
Education—Mary Frazer
Fashion—Theodocia Stavrum
Food—Helen Merelli Brown
Librarian—Alyce Kniveton
Motion Picture-Theatrical—Emilia Hodel
Music—Marjorie Fisher
Personnel—Wilbur Boone
Photo. Dept. Mgr.—Edward Murphy
Radio-Television—Guy Wright
Real Estate—Ernest Firpo
Travel—Henry Kusserow
Society—Blanche Burnett

SAN FRANCISCO (Calif.), THE WALL STREET JOURNAL (m) (Pacific Coast Edition)
No Editions: New Years; Washington's Birthday; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick; John F. Bridge
Librarian—Florence Wagner

SAN GABRIEL VALLEY. (See West Covina).

SAN JOSE (Calif.), MERCURY (m); NEWS (e) MERCURY-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Retail Mail Order and medical in bad taste.
Special Editions: Progress Edition (Jan.); Garden Section (March); National Homes Section (Sept.).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mark Wright
Aviation—Mark Wright
Book—Phil Watson
Business-Financial—Norman Bowman
Church—Wm. L. Phillips
Columnists—Frank Freeman; Dick Barrett
Credit Mgr.—Web F. Allen
Editorial Writers—Oscar Liden; Arthur Stokes; Paul Conroy; Joseph A. Kugelmass
Education—Dwight Mitchell
Farm—Carroll Hurd
Fashion—Esther Walker
Food—Mary Frances Phillips
Garden—Carroll Hurd
Librarian—Roger Clarke
Motion Picture-Theatrical—Marta Morgan
Music—Marta Morgan
Photo. Dept. Mgr.—William Regan
Picture Editor—Oscar Liden
Radio-Television—Gerry C. Howe
Real Estate—Norman Bowman
Travel—Mark Wright
Society—Esther Walker

SAN LEANDRO (Calif.), NEWS (m)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: November.
Magazine Section Carried: Hacienda Weekend TV Mag.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert S. Reed
Book—Wallace Patterson
Business-Financial—Robert S. Reed
Church—Wallace Patterson
Columnists—Robert S. Reed; Ben Minton; Edward Chew
Editorial Writer—Pat Patterson
Fashion—Dorothy Minton
Motion Picture-Theatrical—Jim Dobson
Radio-Television—Dave Houser
Society—Dorothy Minton

SAN LUIS OBISPO (Calif.), TELEGRAM-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Monday thru Saturday.
No Editions: Christmas; New Years.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Eileen O'Connor
Columnists—John Sarber; Andy Anderson; Harry Borah
Credit Mgr.—E. V. Bradley
Editorial Writer—R. W. Goodell
Farm—Elliot Curry
Fashion—Eileen O'Connor
Society—Eileen O'Connor

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

SAN MATEO (Calif.), TIMES & DAILY NEWS LEADER (e)
Run-of-Paper Color Advs: Up to 4 colors. Three day leeway requested.
Special Editions: Spring Fashions (March); Fall Fashions (Sept.); Christmas Gift Edition (Nov.); Back to School Edition (Aug.)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—G. C. Cranor
Garden—Iva Newman
Personnel Mgr.—Harold A. Schlotthauer
Radio-Television—Bob Foster
Society—Jane Barber

SAN PEDRO (Calif.), NEWS PILOT (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily, Thurs. & Fri. best.
Special Editions: Fashion (Mar); Cooking School (Apr.); Fishermen's Fiesta (Sept.).
Group Membership: Calif. Newspaper Publshrs ANPA, ABC
Food and/or Household Dept: Food (Thurs.); Home & Garden (Sat.).
Television Station Affiliation: KCOP - Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Benny Perez
Church—Frank A. Sis
Columnist—Bynner Martin
Credit Mgr.—Helen Anderson
Editorial Writers—Bynner Martin; Benny Perez
Education—Frank A. Sis
Fashion—Marilyn Borst
Food—Marilyn Borst
Garden—Benny Perez
Librarian—Peter Vogel
Motion Picture-Theatrical—Bynner Martin
Music—Frank A. Sis
Photo. Dept. Mgr.—Benny Perez
Picture Editor—Benny Perez
Real Estate—Bynner Martin
Travel—Bynner Martin
Society—Marilyn Borst

SAN RAFAEL (Calif.), INDEPENDENT-JOURNAL (e)
Run-of-Paper Color Advs.: Full color. Daily.
Annual Special Editions: Spring Fashion (March); Travel (Feb.); Fall Fashion (Sept.); Nat'l Home Week (Sept.). Back to School (Aug.).
No Editions: Christmas: New Years; Thanksgiving.
Print Own Magazine: Yes.
Radio Station Affiliation: KTIM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Weese
Credit Mgr.—A. Douglass
Editorial Writer—Chapin Day
Fashion—Florence Donnelly
Food—Florence Donnelly
Librarian—Hope Whitney
Personnel Mgr.—Wishard A. Brown
Photo. Dept. Mgr.—Ken Molino
Society—Florence Donnelly

SANTA ANA (Calif.), REGISTER (e) (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Robert R. Biles
Editorial Writers—R. C. Hoiles; C. Wilkenson
Garden—Marah Adams
Society—Louise West

SANTA BARBARA (Calif.), NEWS PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper
Special Editions: Annual Fiesta Edition; Cooking School; Dollar Day; Fall & Summer Fashions; Home Editions.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: KTMS, Santa Barbara.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. A. Storke; P. Veblen

SANTA CRUZ (Calif.), SENTINEL (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred McPherson Jr.
Columnist—Preston Sawyer
Editorial Writer—Gordon Sinclair
Food—Betty Bushman
Society—Betty Bushman

SANTA MARIA (Calif.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John Mitchel; Jim Garrett; George Jones; Larry Minter (sports)
Editorial Writer—John Mitchel
Farm—Ed Morris
Fashion—Emma Davis
Food—Emma Davis
Garden—Jim Garrett
Photo. Dept. Mgr.—Ed Morris
Radio-Television—Jim Garrett
Society—Emma Davis

SANTA MONICA (Calif.), OUTLOOK (e)
Run-of-Paper Advs.: 4 colors.
Split Run Advertising: Geographically; Every-other paper
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Alvord
Book—Robert E. McClure
Church—Donna Walburn
Columnists—Steve Kalagian; Louise Randall Pierson; Carl White; Dick Vanderveld; Farroll Simmons; Ed Herwig; Dora May Priester
Credit Mgr.—John Somerset
Editorial Writers—Robert E. McClure; Ed Herwig
Education—Donna Walburn
Fashion—Dora May Priester
Food—H. Jacobs
Garden—H. Jacobs
Librarian—Staff
Motion Picture-Theatrical—Fritz Blocki
Music—Raoul Gripenwaldt
Photo. Dept. Mgr.—Gene Hanson
Picture Editor—Gene Hanson
Radio-Television—H. Jacobs
Real Estate—H. Jacobs
Society—Dora May Priester

SANTA PAULA (Calif.), DAILY CHRONICLE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Kelly
Editorial Writer—Harry B. Averill
Fashion—Esther Mary Brannen
Food—Esther Mary Brannen
Society—Esther Mary Brannen

SANTA ROSA (Calif.), PRESS DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. except Sat.
Sunday color comics carried.
No Editions: Christmas
Print Own Magazine: Yes.
Food and/or Household Dept.: Food page Wednesday and Sunday.
Radio Station Affiliation: KSRO.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Mike Pardee
Cartoonists—Doug Bundock
Church—Byrd Wyler Kellogg
Editorial Writers—Dan Bowerman; Art Volkerts
Education—Keith Allen
Farm—Mike Pardee
Fashion—Roby Gemmel
Food—Byrd Wyler Kellogg
Garden—Byrd Wyler Kellogg
Librarian—Susan Bollinger
Music—Keith Allen
Photo. Dept. Mgr.—John LeBaron
Picture Editor—Neal Leslie
Radio-Television—Hilde Catz
Real Estate—Wm. Duddelson
Travel—A. W. Harville
Society—Roby Gemmel

SONORA (Calif.), DAILY (e)
Printed by Photo Offset
Color: Wed. and Fri.
Special Editions: Automobile (Dec.); Back-to-School (Aug.); Vacations (July).
No Editions: National Holidays.
Food and/or Household Dept.: Food & Household Wed.
Radio Station Affiliation: KROG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—O. K. Peckham
Fashion—Marie Mitchell
Food—Frances Nitch
Society—Tillie Sheatsley

STOCKTON (Calif.), RECORD (e)
Advs. Not Accepted: Display from out of town.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Bert Whitman
Church—Scott Matthews
Editorial Writers—Ross Williams; Irving L. Martin; Phil Beaton; Avery Kizer
Farm—Jim Morrison
Garden—Wm. Rogers
Librarian—Ann Sausedo
Photo. Dept. Mgr.—Fred Feary
Picture Editor—Mel Bennett
Real Estate—L. Sprague
Society—Marcia Doty

SUNNYVALE (Calif.), STANDARD (e)
Run-of-Paper Color Advs.: 2 colors.
No Editions: Christmas, New Years; Thanksgiving; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joan Noland
Columnists—Frank Brown; Bob Foster; Eleanor Norris
Editorial Writers—Frank Brown; Joseph C. Houghteling
Fashion—Joan Noland
Food—Joan Noland
Picture Editor—Ed Pope
Society—Joan Noland

TAFT (Calif.), MIDWAY DRILLER (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Teubner
Aviation—C. W. Teubner
Book—Augusta Barnes
Columnist—Augusta Barnes
Credit Mgr.—J. D. Peterson
Editorial Writer—Charles McBride
Farm—Charles McBride
Fashion—Vela Asher
Food—C. W. Teubner
Librarian—C. W. Teubner
Photo. Dept. Mgr.—Dale Van Aman
Radio-Television—Dale Van Aman
Society—Edith Dane

TULARE (Calif.), ADVANCE-REGISTER (e)
No Editions: Thanksgiving and Christmas.
Food and/or Household Dept.: Food Page. Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom R. Hennion
Aviation—Tom R. Hennion
Book—Tom R. Hennion
Church—R. H. Dibble
Columnists—R. H. Dibble; James Foley; Tom Hennion
Credit Manager—Olive West
Editorial Writers—Tom Hennion; R. H. Dibble
Farm—R. H. Dibble
Fashion—Mattie Lichtenberger
Food—Mattie Lichtenberger
Garden—R. H. Dibble
Librarian—Neata Bertrand
Personnel Manager—Vincent J. Miller
Photo. Dept. Mgr.—Louis Walther
Picture Editor—Louis Walther
Radio-Television—Tom R. Hennion
Society—Mattie Lichtenberger

TURLOCK (Calif.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Spring Fashion (March); District Fair (Aug.); Turkey Show (Dec.); Fall Fashions (Sept.); National Home Week (Sept.); Outdoor Living (June).
Auto—Jack Bliler
Aviation—Jack Bliler
Book—Jack Bliler
Business-Financial—Jack Bliler
Church—Helen Smith
Columnists—Stan Wilson
Credit Mgr.—Miriam Massey
Editorial Writer—Stanley T. Wilson
Education—Jack Bliler
Farm—Larry Reese
Fashion—Helen Smith
Food—Helen Smith
Garden—Jack Bliler
Librarian—Hugh P. Donnelly, Jr.
Motion Picture-Theatrical—Jack Bliler
Music—Helen Smith
Personnel Mgr.—Stan Wilson
Photo. Dept. Mgr.—Hugh P. Donnelly, Jr.
Picture Editor—Hugh P. Donnelly, Jr.
Radio-Television—Helen Smith
Real Estate—Jack Bliler
Travel—Jack Bliler
Society—Helen Smith

UKIAH (Calif.), JOURNAL (e)
Annual Special Editions: District Fair (Aug.).
No Editions: National holidays.
Food and/or Household Dept: With women's page.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—H. M. Ivey
Editorial Writers—George Hunter; H. M. Ivey
Farm—H. M. Ivey
Fashion—Gay Neep
Food—Gay Neep
Librarian—Eve White
Photo Dept. Mgr.—B. A. Cober
Picture Editor—B. A. Cober
Real Estate—H. M. Ivey
Society—Gay Neep

VALLEJO (Calif.), TIMES-HERALD (m) (S); NEWS-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Cook Book (Apr. & Nov.); County Fair (July); Fashion (Apr. & Sept.); Armed Forces Day (May).
No Editions: (e) New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs. (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. P. Gardner (S)
Book—Marion Devlin (S)
Church—J. P. Gardner (Sa)
Columnists—Lloyd Leonard; Milton Dunlap; Dugald Gillies
Editorial Writers—J. L. Cleek (D); Will Stevens (S)
Education—Jack Dailey (F)
Farm—Lloydene Huber (S)
Fashion—Marion Devlin
Food—Marion Devlin (Th)
Garden—Milton Dunlap (S)
Librarian—Bernyce Buckley
Music—Louise Johnson (S)
Photo. Dept. Mgr.—Wyman Riley
Society—Marion Devlin (D&S)

VENTURA (Calif.), STAR-FREE PRESS (e)
Special Editions: Oil Progress (Sept.-Oct.); County Fair (Oct.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fred Uthoff
Columnists—Joe Paul, Jr.; Bob Holt; Jack McHenry
Editorial Writers—Roy Pinkerton; Jack McHenry
Fashion—Anne Leggett
Librarian—Marilyn Felts
Music—Marvin Sosna
Photo. Dept. Mgr.—Cliff McNair, Jr.
Picture Editor—Cliff McNair, Jr.
Society—Anne Leggett

VISALIA (Calif.), TIMES-DELTA (e)
Run-of-Paper Color Advs.: Up to 3 colors. Six days available.
Special Editions: Fall Farm Sec. (Oct.); Valentine Tab (Feb.); Father's Day Tab (June); Outdoor Living Sec. (June); Holiday Cook Book (Oct.).
No Editions: July 4th; New Years; Christmas; Thanksgiving.
Food and/or Household Dept: Special Sec. (Wed.) Farm Page Daily (Six Days).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Lester G. Lohmeyer
Editorial Writer—John Brackett

WATSONVILLE (Calif.), REGISTER-PAJARONIAN (e)
Advs. Not Accepted: Mail order.
No Editions: Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry McKeown
Book—Frank F. Orr
Editorial Writers—Frank F. Orr
Photo. Dept. Mgr.—Sam Vestal
Picture Editor—Ward Bushee
Society—Elinor Baldwin

WEST COVINA (Calif.), SAN GABRIEL VALLEY DAILY TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. When ordered 10 days in advance.
Sunday color comics carried.
Special Editions: Annual Tapeline (Jan.); (S) L. A. County Fair (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept.: (e) Wed. & Mon.; (S) Sunday "Living" Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Gannon
Credit Mgr.—Carl Castrovinci
Radio-Television—Muriel Matlock
Real Estate—Pete Waller (e) (S)
Society—Mary Jagger

WHITTIER (Calif.), NEWS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Advs. Not Accepted: Spiritualists.
Special Editions: Home & Garden (Mar.); Spring Fashion (Mar.); Outdoor Living (Jan.); Fall Fashion (Sept.); Home & Garden (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Frank White
Columnists—Mel Rich; James Woodworth
Editorial Writer—Mynatt Smith
Features—Loverne Morris
Garden—James Woodworth
Photo. Dept. Mgr.—Frank White
Picture Editor—Mel Rich
Real Estate—Harry Bortin
Society—Betty Shellburne

WILLOWS (Calif.), JOURNAL (e)
Split Run Advertising: Geographically; Daily.
Special Editions: Spring Opening (Mar.); Rice (Mar.); Lamb Derby (May); Vacation Days (June); Back-to-School (Aug.); Hunters' Guide (Nov.).
No Editions: New Years; Washingtons Birthday; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Page(s) Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Westlund
Aviation—Harold Westlund
Book—Cecile Cramer
Business-Financial—Harold Westlund
Church—Harold Westlund
Columnists—Harold Westlund; Elizabeth Eubank; I. D. Fox; Lucille Sandberg
Credit Manager—Patricia Mack
Editorial Writers—Edwin F. Davis; Cecile Cramer
Education—Cecile Cramer
Farm—Cecile Cramer
Fashion—Madelyn Tetreau
Food—Madelyn Tetreau
Garden—Helen Scheeline
Librarian—Lura Schuhart
Motion Picture-Theatrical—Harold Westlund
Music—Carroll Weber
Photo. Dept. Mgr.—Lynn Blakely
Picture Editor—Lynn Blakely
Radio-Television—Harold Westlund
Real Estate—Harold Westlund
Travel—Harold Westlund
Society—Madelyn Tetreau

WILMINGTON (Calif.), PRESS-JOURNAL (e)
No Editions: All legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Dave Gray
Radio-Television—Tom Danson
Society—Doris Tobin

WOODLAND (Calif.), DEMOCRAT (e)
Special Editions: County Fair (Aug.); Back to School (Sept.); 4-H Auction (March).
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food pages on Thursday, Friday; Household on Friday; Farm Page, Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Sheehan
Aviation—Guy Fowler
Book—Bob Fairbanks
Business-Financial—Kenneth E. Leake
Church—Roberta Deere
Columnists—Charles S. Paynton; Ward Ellis; Guy Fowler; Owen Hiddleson
Credit Manager—Paul Vannucci
Editorial Writers—Kenneth E. Leake; Paul R. Leake
Education—Jeannette Cloud
Farm—Joe Sheehan
Fashion—Jeannette Cloud
Food—Pauline Rowland
Garden—Helen Marie Paynton
Librarian—Roberta Deere
Motion Picture-Theatrical—Owen Hiddleson
Music—Owen Hiddleson
Photo. Dept. Mgr.—James Irvine
Personnel Manager—Paul Vannucci
Picture Editor—Robert Slayman
Radio-Television—Roberta Deere
Real Estate—Carl Irving
Travel—Charles S. Paynton
Society—Jeannette Cloud

YREKA (Calif.), SISKIYOU NEWS (e)
Special Editions: Christmas greeting (Dec.); Graduation (May); Fair (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edgar J. Foss
Business-Financial—Edgar J. Foss
Editorial Writers—Edgar J. Foss; Iris Nelson; Barney Barnett
Fashion—Iris Nelson
Food—Iris Nelson
Society—Iris Nelson

COLORADO

ALAMOSA (Colo.), SAN LUIS VALLEY COURIER (e)
Advs. Not Accepted: Vending machine adv.
Special Editions: 1st baby of the year; Spring Fashion-Spring Home; Vacation Edition; Spring & Fall Shoe; Fall Fashion; Christmas Opening.
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving & Christmas.
Food and/or Household Dept: Food column daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Edwards, Jr.
Aviation—Charles Barnes
Book—Leona Freeman
Business-Financial—Cliff Edwards, Jr.
Church—Leona Freeman
Columnist—Cliff Edwards, Jr.
Editorial Writer—Cliff Edwards, Jr.
Education—Gerald Crawford
Farm—Cliff Edwards, Jr.
Fashion—Leona Freeman
Food—Leona Freeman
Garden—Leona Freeman
Librarian—Leona Freeman
Motion Picture-Theatrical—Gerald Crawford
Music—J. Howard Crooks
Photo. Dept. Mgr.—Charles Barnes
Picture Editor—Charles Barnes
Radio-Television—Cliff Edwards, Jr.
Real Estate—Cliff Edwards, Jr.
Travel—Cliff Edwards, Jr.
Society—Leona Freeman

BOULDER (Colo.), CAMERA (e)
Run-of-Paper Color Advs: Up to 1 color & black. 3-day option required.
Advs. Not Accepted: Vending Machine.
Annual Special Editions: Building Section (Apr.); Back-to-School (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Paddock
Church—Arlene Neill
Credit Manager—L. P. Monroe
Editorial Writer—James D. Corriell
Librarian—A. A. Paddock
Photo. Dept. Mgr.—Laurie Paddock
Radio-Television—Arlene Neill

(Continued on Page 180)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

COLORADO—Cont'd

(Continued from Page 179)

CANON CITY (Colo.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Don Hardy
Society—Betty Short

COLORADO SPRINGS (Colo.), FREE PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Homes (June); Brides (May & Dec.); Industries (May).
'Teen Age Sunday Supplement.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. L. Hail
Book—Elaine Rougas
Church—Dick Tucker
Credit Manager—J. J. Kumba
Editorial Writers—W. T. Little; E. J. Byrne
Fashion—Hazel Bunker
Food—Hazel Bunker
Garden—Hazel Bunker
Motion Picture-Theatrical—Dick Tucker
Photo. Dept. Mgr.—E. Welter
Personnel Manager—J. J. Kumba
Radio-Television—E. Nash
Real Estate—R. L. Hail
Society—Hazel Bunker

COLORADO SPRINGS (Colo.), GAZETTE TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Geographically.
Special Editions: Tourist Edition (May); Home Fashions (Sept.); Men & Women Fall Fash. (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Hutchinson
Book—John Fetler
Business-Financial—Byron Akers
Columnist—Sturdy Pexton (Sport)
Credit Manager—B. E. Levick
Editorial Writer—Robert LeFevre
Farm—Violette Murphy
Fashion—Glad Morath
Food—Glad Morath
Garden—Violette Murphy
Librarian—Mrs. Ruth Erwin
Motion Picture-Theatrical—W. G. Hutchinson
Music—John Fetler
Personnel Mgr.—B. E. Levick
Photo. Dept. Mgr.—Stan Payne
Picture Editor—W. G. Hutchinson
Radio-Television—Ruth Erwin
Real Estate—Byron Akers
Society—Glad Morath

DENVER (Colo.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions (S): Auto (March); Travel (June & Dec.).
Syndicated Magazine Section Carried: This Week.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column and household page. Magazine food page (roto).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Randall Gould
Business-Financial—Robert Murray
Cartoonists—Paul F. Conrad
Columnists—Barnet Nover; Bruce Gustin; Jack Carberry; James Quinn
Credit Manager—Louis Cherbeneau
Editorial Writers—Lawrence Martin; Robert Lucas; L. A. Chapin; Bruce Gustin; Stanton Peckham
Fashion—Gretchen A. Weber
Food—Helen Messenger
Librarian—Lorena M. Jones
Personnel Mgr.—James Mills
Photo. Dept. Mgr.—Floyd McCall
Radio-Television—Tom Watt
Travel—Bruce Hamby

DENVER (Colo.), ROCKY MOUNTAIN NEWS (m) (S)
Run-of-Paper Color Advs.: 1 to 3 colors & black. Daily and Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Auto Show Section
Syndicated Magazine Section Carried: Parade; American Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren Lowe
Aviation—Warren Lowe
Book—Robert Perkin
Business-Financial—Warren Lowe
Columnists—Pasquale Marranzino; Robert L. Chase
Credit Manager—Victor R. Weberg
Editorial Writer—Robert L. Chase
Fashion—Darlene Wycoff
Librarian—Frank Willis
Motion Picture-Theatrical—Frances Melrose
Personnel Mgr.—Edward W. Estlow
Photo. Dept. Mgr.—Bill Peery
Society—Elizabeth Wyner

DURANGO (Colo.), HERALD-NEWS (e) (S)
Sunday color comics carried.
Special Editions: Basin Booster (May); Fiesta Edition (July).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Bogle
Book—Morley Ballantine
Business-Financial—Bill Hemingway
Church—Nancy Elliott
Credit Manager—Myron Broomell
Editorial Writers—Arthur Ballantine, Jr.; Morley Ballantine
Education—Bill Hemingway
Farm—Bill Bogle
Fashion—Nancy Elliott
Food—Nancy Elliott
Garden—Nancy Elliott
Motion Picture-Theatrical—Morley Ballantine
Music—Nancy Elliott
Personnel Manager—Myron Broomell
Photo. Dept. Mgr.—Bill Bogle
Picture Editor—Gene Perkin
Real Estate—John Nilsen
Travel—Nancy Elliott
Society—Nancy Elliott

FORT MORGAN (Colo.), TIMES (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Howdy Day (Aug.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Home Demonstration Agent's column weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Boggs
Book—Fern H. Spencer
Church—R. B. Spencer
Editorial Writer—R. B. Spencer
Farm—Robert W. Spencer
Fashion—Anna Mary Brock
Food—Fern H. Spencer
Garden—Madge Houston
Librarian—Madge Houston
Motion Picture-Theatrical—Anna Mary Brock
Music—Fern H. Spencer
Photo. Dept. Mgr.—Madge Houston
Picture Editor—Robert W. Spencer
Travel—Joe Boggs
Society—Anna Mary Brock

GRAND JUNCTION (Colo.), DAILY SENTINEL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Subject to press limitations.
Sunday color comics carried.
Special Editions: Home-Building Editions-Spring (Apr. or May), Fall (Sept. or Oct.).
No Editions: Christmas
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mildred Shaw
Business—Chas. Little
Editorial Writer—Preston Walker
Farm—Chas. Judson
Fashion—Mary Louise Giblin
Society—Mary Louise Giblin

GREELEY (Colo.), DAILY TRIBUNE (e)
Run-of-paper Color Advs.: Up to 2 colors. Daily except Thurs.
Advs. Not Accepted: Liquor; vending machines.
No Editions: July 4th. Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert Widlund
Credit Manager—Harry Schmidt
Editorial Writer—F. E. Merrill
Farm—Paul H. Emery
Fashion—Josephine Miller
Librarian—Dorothy Decker
Motion Picture-Theatrical—Marilyn Tammany
Personnel Mgr.—Leo G. Koenig
Photo. Dept. Mgr.—James Moore
Radio-Television—Dorothy Decker
Society—Josephien Miller

LA JUNTA (Colo.), TRIBUNE DEMOCRAT (e)
Split Run Advertising: Geographically.
Special Editions: Early Settlers (Aug.); Kids Rodeo (June).
No Editions: Christmas; New Years; July 4th; Decoration Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Spencer Burtis
Editorial Writer—Al Burtis
Farm—Maxine Cash
Motion Picture-Theatrical—Maxine Cash
Photo. Dept. Mgr.—Al Burtis
Society—Ardeth Sneath

LAMAR (Colo.), NEWS (e)
Special Editions: Lamar Day (May); Rodeo and Fair (Aug.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Radio Station Affiliation: KLMR
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Virginia Downing
Credit Manager—Evelyn Widlund
Editorial Writers—Fred M. Betz, Sr.; Fred M. Betz, Jr.
Education—Barbara Brown
Personnel Manager—Fred M. Betz, Jr.
Society—Virginia Downing

LEADVILLE (Colo.), HERALD DEMOCRAT (e)
Advs. Not Accepted: Liquor ads accepted. Right reserved on other.
Special Editions: New Year (Dec. 31).
No Editions: July 4th; Thanksgiving; Christmas; New Years; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe McConnell
Church—Joann Kern
Editorial Writer—Joe McConnell
Food—Joe McConnell
Picture Editor—Joe McConnell
Real Estate—Joe McConnell
Society—Joann Kern
Travel—Joann Kern
Address other editorial correspondence to Joe McConnell.

LONGMONT (Colo.), TIMES-CALL (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—James F. Matlack
Personnel Mgr.—Edward Lehman

LOVELAND (Colo.), REPORTER-HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas; Dollar Day.
No Editions: Christmas; Thanksgiving; New Years; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. E. Holden
Aviation—H. E. Holden
Book—Helen Beaird
Business-Financial—H. E. Holden
Church—Earl Dapp
Editorial Writer—H. E. Holden
Education—Helen Beaird
Farm—Earl Dapp
Fashion—Helen Beaird
Food—Helen Beaird
Garden—Helen Beaird
Motion Picture-Theatrical—Earl Dapp
Music—Helen Beaird
Photo. Dept. Mgr.—Earl Dapp
Picture Editor—Earl Dapp
Real Estate—H. E. Holden
Society—Helen Beaird

MONTROSE (Colo.), PRESS (e ex. Sat)
Special Editions: Christmas (Dec.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Alan C. Arnold.
Society—Lois Stakebake

PUEBLO (Colo.), CHIEFTAIN (m); STAR-JOURNAL (e); STAR-JOURNAL & SUNDAY CHIEFTAIN (S)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Split Run Advertising: Daily & Sun. By special Inquiry.
Special Editions: New Year (Jan.); Colo. State Fair (Aug.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Paul Milford
Editorial Writers—Frank S. Hoag; Frank S. Hoag, Jr.
Society—Helen Trent

ROCKY FORD (Colo.), DAILY GAZETTE (e)
Special Editions: Arkansas Valley Fair (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.

SALIDA (Colo.), MOUNTAIN MAIL (e ex. Sat)
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Oyler
Aviation—George E. Oyler
Book—Eleanor Fry
Business-Financial—George E. Oyler
Church—Ethel Purdom
Editorial Writers—George E. Oyler; Eleanor Fry
Education—Eleanor Fry
Farm—George E. Oyler
Fashion—Eleanor Fry
Food—Eleanor Fry
Garden—Eleanor Fry
Librarian—Ethel Purdom
Motion Picture-Theatrical—Eleanor Fry
Music—Eleanor Fry
Picture—George E. Oyler
Real Estate—George E. Oyler
Society—Eleanor Fry
Travel—Eleanor Fry

STERLING (Colo.), JOURNAL-ADVOCATE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Special Editions: Rodeo & Fair (Aug.); Soil Conservation (Mar.); Christmas Greeting (Dec.); Oil Progress Week (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: NEA 8 page colored comics.
Group Membership: Home-Town Newspapers.
Food and/or Household Dept.: Food Pages every Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Wood
Business-Financial—Jack Fought
Church—Margaret Martin
Credit Manager—Ozro Yenne
Editorial Writers—Robert Petteys; Anna C. Petteys
Fashion—Margaret Martin
Photo. Dept. Mgr.—Sherman Sigler
Oil Editor—Jim Hitch
Picture Editor—Jack Fought
Real Estate—John Dugan
Society—Margaret Martin

TRINIDAD (Colo.), CHRONICLE-NEWS (e)
Special Editions: Roundup (Aug.); Back to School (Aug.); Christmas (Dec).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Elisia Montez
Address other editorial correspondence to Fred Winsor.

WALSENBURG (Colo.), WORLD-INDEPENDENT (e)
Special Editions: Spanish Peaks Fiesta (Aug.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

CONNECTICUT

ANSONIA (Conn.), SENTINEL (e)
Advs. Not Accepted: Mail Order; Home Work.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joseph P. Heaphy
Cartoonist—Dana Tinti
Church—F. A. Princevalli
Columnists—Joseph P. Heaphy; H. A. Stocking.
Editorial Writer—Charles H. Flynn
Picture Editor—Charles H. Flynn

BRIDGEPORT (Conn.), HERALD (S)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Print Own Magazine: Yes. 1 color.
Print Own Comic: 4 colors.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. J. Miller
Aviation—Eric Sandahl
Book—Leigh Danenberg
Business-Financial—Ed Murray
Church—John P. Kelly
Columnists—Harry Neigher; Ethel Beckwith; Eric Sandahl; Ed Murray; Joe DeBona; John P. Kelly; Anne Bridge; Sam Cohen
Credit Mgr.—Harold A. Rubin
Editorial Writers—Leigh Danenberg; Eric Sandahl; John P. Kelly; Fred M. Hechinger
Farm—Leo Gold
Fashion—Anne Bridge
Food—A. J. Miller
Garden—Eric Sandahl
Librarian—Kay Gay
Motion Picture-Theatrical—Harvey Katz
Music—Ethel Beckwith
Photo. Dept. Mgr.—Frank Gerratana
Picture Editor—Harvey Katz
Radio-Television—Leigh Danenberg, Jr.
Real Estate—Eric Sandahl
Travel—Martin J. Allen
Society—Anne Bridge

BRIDGEPORT (Conn.), TELEGRAM (m); POST (e) (S)
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John H. Reck (e)
Book—Taylor F. Glenn (S)
Cartoonist—Edward C. Kozlowski (S)
Editorial Writers—Charles J. McGill; Charles A. Thomas; Patrick Pallotto
Fashion—Alice Connolly (e) (S)
Librarian—Katharine C. O'Sullivan (e); Thomas F. Magner (S)
Motion Picture-Theatrical—Fred H. Russell (m) (e) (S)
Photo. Dept. Mgr.—Alfred R. Mathewson (m) (e) (S)
Radio-Television—Fred H. Russell (m) (e) (S)
Society—Winfred Nicholas (m) (e) (S)

BRISTOL (Conn.), PRESS (e)
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wednesdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John M. Hahn
Aviation—C. S. Barnes
Book—C. S. Barnes
Business-Financial—E. B. Barnes
Church—C. S. Barnes
Columnists—Lou Bachman; Chuck McCarthy.
Editorial Writers—Lou Bachman; E. J. Phelan; K. H. Simmons
Education—E. B. Barnes
Farm—C. S. Barnes
Fashion—Genevieve Trella
Food—Genevieve Trella
Garden—E. B. Barnes
Librarian—C. S. Barnes
Motion Picture-Theatrical—C. S. Barnes
Music—Elsie Bochus
Photo. Dept. Mgr.—E. B. Barnes
Picture Editor—C. S. Barnes
Radio-Television—Elizabeth Mattoon
Real Estate—E. B. Barnes
Travel—E. B. Barnes
Society—Elsie Bochus

DANBURY (Conn.), NEWS-TIMES (e)
Advs. Not Accepted: Mail order; speculative investments.
Special Editions: Auto Show (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stephen A. Collins
Book—Eugene J. Brown
Business-Financial—Max H. Foley Jr.
Cartoonist—Robert J. Donovan
Church—Stephen A. Collins
Editorial Writer—Stephen A. Collins
Education—Stephen A. Collins
Fashion—Robina C. Clark
Food—Robina C. Clark
Garden—William J. Lauf
Librarian—Jerrold H. Davis
Motion Picture-Theatrical—Stephen A. Collins
Music—Robina C. Clark
Picture Editor—Stephen A. Collins
Radio-Television—Lillian Paiva
Real Estate—Robert E. Lauf
Society—Robina C. Clark

GREENWICH (Conn.), TIME (e ex. Sat)
Special Editions: Fashion (2) (Apr. Sept.); Cooking School (Feb.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Column Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Young
Aviation—Ed. Kelly
Book—Ted Yudain
Cartoonist—Ted Yudain
Church—William Young
Columnist—Charles Pirro, Jr.
Editorial Writer—Ted Yudain
Education—Jon Sherwood
Fashion—Helen Flynn
Food—Martha Adams
Motion Picture-Theatrical—William Young
Personnel Mgr.—Ellis Rietzel
Photo. Dept. Mgr.—Nick Venderosa
Picture Editor—Van Kardish
Real Estate—William Young
Travel—Ed. Kelly
Society—Helen Flynn

HARTFORD (Conn.), COURANT (m) (S)
Split Run Advertising: Every-other paper daily. Also Sunday Magazine and Society Section.
Sunday color comics carried.
Annual Special Editions: (Sunday only) Financial Section (Jan.); Auto Section (Feb.); Spring Fashion Section (Mar.); Industrial Review Section (May); Garden Section (Apr.); Air Conditioning Section (May); Travel and Resort Section (May; June; Dec.; Jan.); Back to School Section (Aug.); Home Heating Section (Sept.); National Home Week Section (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert St. Martin
Book—H. Viggo Andersen
Business-Financial—Alfred E. Magnell
Cartoonist—Philip Uzanas
Church—Mary Goodwin
Columnists—Daily—M. Oakley Stafford; Thomas E. Murphy; Jack Zaiman; William J. Lee; Harold Street; Robert B. Ficks
Sunday—T. H. Parker; Jack Zaiman; Keith Schonrock; Robert D. Byrnes; William J. Lee; Carl D. Jenson; George Ford; Clifford Knight; James F. Looby; Charles F. J. Morse
Credit Mgr.—Frank DeBella
Editorial Writers—Robert Ramaker; Thomas E. J. Keena; Thomas E. Murphy
Education—James F. Looby
Farm—Harold Street
Fashion—Betty Barrett
Food—Betty Barrett
Garden—H. Viggo Andersen
Librarian—Ava Byrnes
Motion Picture-Theatrical—T. H. Parker (Theatre); H. Viggo Anderson (Motion P)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HARTFORD (Conn.), COURANT—Cont'd

Music—T. H. Parker
Photo. Dept. Mgr.—Philip Acquaviva
Picture Editor—H. Viggo Andersen
Radio-Television—H. Viggo Andersen
Real Estate—Carl D. Jenson
Travel—H. Viggo Andersen
Society—Betty Barrett

HARTFORD (Conn.), TIMES (e)
Split Run Advertising: Every-other Paper.
Special Editions: Financial Section (Jan.); Automobile Section (Feb.); Home Show Section (Feb.); Garden Section (Mar.); Industrial Section (May); Spring Vacation Guide (May); Dairy Month (June); Modern Home Section (June); Summer Vacation Guide (June); Back to School (Aug.); Hi Fidelity Section (Sept.); Travel Show Section (Jan.); Boat Show Section (Mar.); Spring Fashion Section (Apr.); Heating Section (Aug.); Fall Fashion Section (Sept.); National Home Week (Sept.); Winter Vacation Guide (Dec.).
No Editions: Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Daniel O'Connell
Aviation—David A. Gibson
Book—Theodore L. Holden
Business-Financial—Irving S. Copeland
Cartoonists—Edmund Valtman; John Anderson
Credit Mgr.—Theodore C. Blodgett
Editorial Writers—John Ramaker; Sereno Gammell; John Cleary
Farm—George W. Bragdon
Fashion—Florence Berkman
Food—Florence Berkman
Garden—Elsie H. Cochrane
Librarian—Doris B. Stewart
Motion Picture-Theatrical—Allen M. Widem
Music—Evans Clinchy
Photo. Dept. Mgr.—Einar G. Chindmark
Picture Editor—Robert R. Lewis
Radio-Television—Anthony Davenport
Real Estate—Allyn Hemenway
Travel—Anthony Davenport
Society—Patricia Macko

MANCHESTER (Conn.), HERALD (e)
Special Editions: Auto Section (Feb.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Mary Taylor
Editorial Writer—Alan Olmstead
Food—Alex Girelli
Photo. Dept. Mgr.—Sylvian Ofiara

MERIDEN-WALLINGFORD (Conn.), RECORD (m) JOURNAL (e)
No Editions: Labor Day; Thanksgiving (m only); Christmas; New Years; Memorial Day (m only); July 4th.
Food and/or Household Dept.: Thurs & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles G. Iwanicki (m) (e)
Book—Blanche Hixson Smith (m); Barbara C. White (m); Sanford H. Wendover (e)
Columnists—Herman H. Angel (m); George Groobert (e)
Credit Mgr.—E. E. Eisenheimer
Editorial Writers—Blanche Hixson Smith; Barbara C. White; Warren F. Gardner (m); Sanford H. Wendover; Stephen Nordlinger (e)
Education—Warren F. Gardner (m); S. H. Wendover (e)
Fashion—Blanche Hixson Smith (m) (e)
Food—Charles G. Iwanicki (m) (e)
Motion Picture-Theatrical—Blanche Hixson Smith (m); Barbara C. White (m); Sanford H. Wendover; Stephen Nordlinger (e)
Personnel Mgr.—Carter H. White
Travel—Blanche Hixson Smith (m); Wayne C. Smith (e)
Society—Joan Kingsford (m); Dorothea Lewis (e)

MIDDLETOWN (Conn.), PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thurs. and Sat.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Fred N. Smith, Editor.

NAUGATUCK (Conn.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. P. Donahue
Church—Delia Scheithe
Credit Mgr.—J. Joanides
Editorial Writer—Joseph Donahue
Librarian—Dorothy O'Donnell
Photo. Dept. Mgr.—Donald Anderson
Society—Delia Scheithe

NEW BRITAIN (Conn.), HERALD (e)
Split Run Advertising: Every-other-paper.
Special Editions: Spring Fashion (Apr.); Back-to-School (Aug.).
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Womens Page Food Section on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Felix Scapellati
Cartoonist—Kermet Parker
Church—Peter Hotten
Columnists—James Butler
Credit Mgr.—Gardner C. Weld
Editorial Writers—Henry M. Keezing; John Nisbet
Librarian—Eunice Williams
Personnel Mgr.—H. M. Peterson

NEW HAVEN (Conn.), JOURNAL-COURIER (m)
Run-of-Paper Color Advs: 1 color Mon., Tues., Wed.
No Editions: New Years; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robert Leeney; Paul Stevens
Fashion—Carol Chalfont
Society—Carol Chalfont

NEW HAVEN (Conn.), REGISTER (e) (S)
Sunday color comics carried.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Walt Munson
Credit Mgr.—John F. Hine
Editorial Writers—Alden Smith; Robert Leeney; Edward Carlson
Fashion—Ruth Quint
Librarian—Frances McGraw
Music—Gordon Armstrong
Real Estate—Joseph McNeil
Society—Ruth Clouse

NEW LONDON (Conn.), DAY (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Deane C. Avery; George E. Clapp; O. G. Andrews; John J. DeGange; Bob Nauta
Editorial Writers—Geo. E. Clapp; Deane C. Avery
Librarian—Mrs. Phyllis W. Bankel

NORWALK (Conn.), HOUR (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Washington's Birthday; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Alma M. Lycett

NORWICH (Conn.), BULLETIN (m); RECORD (S)
Group Membership: N.A.E.A. Bureau of Advertising, ANPA
DEPARTMENTAL EDITORS and/or MANAGERS
Personnel Mgrs.—Donald L. Oat; Harrison C. Noyes, Jr.
Address editorial correspondence to H. M. Briggs

STAMFORD (Conn.), ADVOCATE (e)
Advs. Not Accepted: Mail order; classified medical and vending machines.
Special Editions: Home Owners' Edition (Mar.); Club Women's Edition (Sept.).
No Editions: Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSTC and WSTC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Len Massell; Sylvia Yudain
Editorial Writer—Clarence Hertz
Garden—James H. Wilson
Society—Clara P. Gildemeister

TORRINGTON (Conn.), REGISTER (e)
Special Editions: Back To School (Aug.):
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Decoration Day.

WATERBURY (Conn.), REPUBLICAN (m) (S); AMERICAN (e)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Baby (May); Building (Apr.); Home Furnishings (Sept.); Auto Show (Feb.).
No Editions: (e) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; (m) (e) Christmas.
Food and/or Household Dept.: Food page Thurs. & Fri.
Radio Station Affiliation: WBRY.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—K. M. Carter (m) (e) (S)
Aviation—G. Monaghan (m) (e) (S)
Business-Financial—K. M. Carter
Cartoonist—C. Louis Mortison (m) (e) (S)
Church—Wm. Farrington
Columnists—E. Christy Erk; Wm. O'Donnell; Thomas Egan; Francis McInerney (m); E. Christy Erk; Neil Bulger; Chick Kelley (e); James Galvin (e); Sherman London; C. Louis Mortison (S); K. M. Carter (S)
Credit Manager—E. L. Pierce
Editorial Writers—C. Russell Sumpf; W. W. Vosburgh; R. J. Fanning (m) (S); Walter Wood; W. W. Vosburgh; R. J. Fanning (e); Walter Wood (S)
Fashion—Marjorie Cole
Food—K. M. Carter (m) (e) (S)
Librarian—Clarissa D. Laukaitis (m) (e) (S)
Motion Picture-Theatrical—Wm. Vosburgh (m) (e) (S)
Photo. Dept. Mgr.—Thomas R. Goodman (m) (e) (S)
Radio-Television—E. Christy Erk (m) (e) (S)
Travel—Sando Balogna
Society—Marie Hart

WILLIMANTIC (Conn.), CHRONICLE (e)
Special Editions: Willimantic Days (Jan.; Aug.); Christmas Shopping (Dec.); Sat. Building Page.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Malone
Columnist—James M. Malone
Credit Mgr.—Irene C. Brassill
Editorial Writers—Arthur W. Crosbie; James Malone
Education—James Malone
Fashion—Lucy B. Crosbie
Librarian—James Malone
Motion Picture-Theatrical—James Malone
Music—James Malone
Personnel Mgr.—A. W. Crosbie
Photo. Dept. Mgr.—James M. Malone
Picture Editor—James M. Malone
Radio-Television—Adrian Lambert
Society—Lucy B. Crosbie

WINSTED (Conn.), CITIZEN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Tee Vee; Robert J. McCarthy
Credit Manager—Theodore Vaill
Editorial Writer—Josephine V. Tracey
Food—Theodore Vaill
Personnel Manager—Theodore Vaill
Travel—Theodore Vaill

The Courant Has Broken The Fence Down

For You . . .

It Covers The City Itself . . . & The Surrounding Towns

THE COURANT'S GROWTH NOW GIVES YOU BOTH

Greater Hartford is important sales territory. But half the charge accounts in Hartford's department stores are outside this area, outside of ABC Hartford. That is where the new families are building new homes, growing new families, buying new things.

Only The Hartford Courant covers Greater Hartford *plus* these important growing outside cities and towns, including New Britain, Bristol, Willimantic, Middletown, Rockville, Manchester, Windsor Locks, Winsted and others that are growing fast.

Sell To Both Through The Courant

The Hartford Courant

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DELAWARE

DOVER (Del.), DELAWARE STATE NEWS (e ex Sat.)
No Editions: New Years; Decoration Day; July 4th, Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Beach
Aviation—Dick Bailey
Book—Pixie Burger
Business-Financial—Jack Smyth
Church—Ned Davis
Columnist—Harry C. McSherry
Editorial Writer—Jack Smyth
Education—Ned Davis
Farm—Jim Miller
Fashion—Pixie Burger
Food—Pixie Burger
Garden—Jim Miller
Librarian—Sara Hurd
Motion Picture-Theatrical—Pixie Burger
Music—Pixie Burger
Photo. Dept. Mgr.—Ned Heite
Picture Editor—Hal Bodley
Radio-Television—Jim Miller
Real Estate—Dave Williams
Travel—Jake Einstein
Society—Pixie Burger

WILMINGTON (Del.), NEWS (m); JOURNAL-EVERY EVENING (e)
Run-of-Paper Color Advs.: Full color.
No Editions: (e) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; (m) Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—William P. Frank (m)
Credit Manager—Herbert Blum
Editorial Writers—Martin A. Klaver; Lee Morris, Anthony Higgins, Carl T. Wise
Fashion—Eleanor Parrish
Food—Eleanor Parrish
Librarian—Norbert Robillard
Photo. Dept. Mgr.—Harry Lemmon (m); Charles C. Minker (e)
Travel—W. Murray Metten
Society—Winifred Geisbert (m); Elizabeth M. Bullock (e)

DISTRICT OF COLUMBIA

WASHINGTON (D. C.), NEWS (e)
Run-of-Paper Color Advs.: 3 colors and black. Daily.
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted: no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Financial (Jan.); Auto Show
Food and/or Household Dept.: Food every Thursday; Household column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex Bilanow
Aviation—Gene Shumate
Business-Financial—Gene Shumate
Book—Tom Donnelly
Cartoonist—H. M. Talburt
Church—Robert Tate Allen
Columnists—Tom Donnelly; John F. Cramer; Evelyn Peyton Gordon; Ev Gardner; Kennedy Ludlam; Morris Siegel; Don MacLean
Credit Mgr.—James M. Johnson
Editorial Writers—John T. O'Rourke; Richard Hollander; Martha Strayer; Robert Buck
Fashion—Carol LeVarn
Food—William Maxwell
Garden—J. Morton Franklin
Librarian—Josephine Mocklar
Motion Picture-Theatrical—James O'Neil
Music—Milton Berliner
Photo. Dept. Mgr.—William Beall
Picture Editor—Walter Wingo
Radio-Television—Dave Reque
Real Estate—Alex Bilanow
Travel—Myron Glaser
Society—Evelyn Gordon

WASHINGTON (D. C.) POST and TIMES-HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other paper.
Special Editions: Business-Government (Jan.); Travel & Resort (Nov., Dec., Mar., June); Children's Book (Nov.); Annual Book (Dec.); Homes of the Year (Sept.); Auto Show (Jan.).
Syndicated Magazine Section Carried: Parade; American Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: Washington D. C.. WTOP AM & FM; Jacksonville, Fla.: WMBR AM & FM.
Television Station Affiliation: Washington, D. C.: WTOP-TV; Jacksonville, Fla.: WMBR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Glendy Culligan
Business-Financial—S. Oliver Goodman
Cartoonist—Herbert L. Block (Herblock)
Church—Kenneth Dole
Columnists—Jerry Kluttz; Bill Gold; Malvina Lindsay; Shirley Povich; Bob Addie; Mary Haworth
Credit Mgr.—Wm. Reith
Editorial Writers—Robert H. Estabrook; Merlo Pusey; Alan Barth; Joseph Lalley; Robert C. Albrook; Malvina Lindsay; Karl Meyer
Education—Jeanne Rogers
Farm—Aubrey Graves
Fashion—Ruth Wagner
Food—Elinor Lee
Garden—Robert P. Jordan
Librarian—Jack K. Burness
Motion Picture-Theatrical—Richard L. Coe
Music—Paul Hume
Personnel Mgr.—Robert Weathers
Photo. Dept. Mgr.—Hugh Miller
Radio-Television—Lawrence Laurent
Real Estate—Paul Herron
Travel—Leo Sullivan
Society—Marie McNair

WASHINGTON (D. C.), STAR (e) (S)
Split Run Advertising: Every-other paper.
Sunday color comics carried.
Special Editions: Business & Financial Review Section (Jan.); Winter Resort Section (Dec., Jan.); Automobile Section (Jan.); Farm and Garden-Flower Sections (2) (Mar.); Travel & Resort Section (April-June); Education & Music Section (Sept.); Christmas Book Review Section (Tabloid) (Dec.); Travel & Resort Section (Nov.).
Print Own Magazine: Yes, and also print TeleVue (TV Magazine) and weekly teen magazine.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group, Inc.; Nancy Sasser's Buy-Lines.
Food and/or Household Dept.: Tues., Thurs. & Sun.
Radio Station Affiliation: WMAL-AM & FM
Television Station Affiliation: WMAL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rudolph Kauffmann II
Aviation—Charles Yarbrough
Book—Hudson Grunewald
Business-Financial—Donald B. Hadley
Cartoonists—James Berryman; Gibson Crockett
Church—Caspar Nannes
Columnists—Constantine Brown; Thomas Henry; Charles E. Tracewell; Francis Stann; G. Gould Lincoln; Doris Fleeson; Betty Beale
Credit Mgr.—Samuel Goodman
Editorial Writers—John H. Cline; N. Rex Collier; William H. Harrison; John C. Henry
Education—John McKelway
Farm—James Birchfield
Fashion—Eleni Sakes
Food—Violet Faulkner
Garden—W. H. Youngman
Librarian—Milton Prensky
Motion Picture-Theatrical—F. J. Carmody
Music—Day Thorpe
Personnel Mgr.—Edward Duplinsky
Photo. Dept. Mgr.—John Mueller
Picture Editor—Walter Wood
Radio-Television—Bernie Harrison
Real Estate—Robert Lewis
Travel—Jack Jonas
Society—Lee Walsh

FLORIDA

BRADENTON (Fla.), HERALD (e)
Run-of-Paper Color Advs.: 1 color daily.
Sunday color comics carried.
Special Editions: Mail-away (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John T. Hamner
Business-Financial—John T. Hamner
Church—Martha Van Vleck
Columnists—J. B. Cheshire (d-S); Norman Birchall (d-S); Polly Henry (S)
Credit Mgr.—W. E. Wilson
Editorial Writer—John T. Hamner

CLEARWATER (Fla.), SUN (e ex Sat) (S)
Sunday color comics carried.
Special Editions: Building (Feb.); Mailaway (Oct.); Christmas (Nov.)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Nellie Petree
Business-Financial—Joyce Blum
Credit Mgr.—John Janinda
Editorial Writer—James Beardsley
Garden—Charlotte Pickering
Music—Rheinhold Rogers
Real Estate—Joyce Blum
Society—Charlotte Pickering

DAYTONA BEACH (Fla.), JOURNAL (m); NEWS (e); SUNDAY NEWS-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other paper.
Advs. Not Accepted: Questionable Medical Ads., or Ads obviously misleading.
Special Editions: Christmas Shopping (Nov.); Annual Dollar Days (Feb.); Daytona Beach Days (Aug.) Back to-School (Aug.); Spring (Apr.); Air Conditioning (May); National Home Week (Sept.); "Dream Home" (Oct.).
No Editions: Christmas; One Edition (J) only on New Years Day; July 4; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly.
Food and/or Household Dept.: Food section Thurs. (e); home page daily.
Radio Station Affiliation: WNDB and WNDB-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—C. H. Edmondson
Editorial Writers—Herbert M. Davidson; Fred Booth (N); James Southerland (J)
Real Estate—Joanne Reese
Society—Elizabeth Eastman (J); Dorothy Scoville (N)

DeLAND (Fla.), SUN NEWS (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Questionable medical ads.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—May G. Horner
Credit Manager—Mrs. R. L. Allen
Editorial Writer—May G. Horner
Fashion—Ruby Strawn
Food—Ruby Strawn
Garden—Ruby Strawn
Librarian—Ruby Strawn
Real Estate—May G. Horner
Society—Ruby Strawn

FORT LAUDERDALE (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day, 3-day option required.
Sunday color comics carried.
Special Editions: Auto Show (Feb. or Mar.); Home Show (Jan.); Furniture (Oct.)
No Editions: Christmas.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: WFTL.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Edmund W. Berry
Columnists—Orville Revelle; Wesley W. Stout; F. P. Pettijohn
Editorial Writer—J. W. Gore
Garden—Robert Doig
Motion Picture-Theatrical—Estelle Culmer
Photo. Dept. Mgr.—Robt. de Zanger
Real Estate—Glenn Hoffer
Travel—Barney Waters
Society—Romola Metzner

FORT MYERS (Fla.), NEWS-PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sunday.
Sunday color comics carried.
Advs. Not Accepted: Mail order.
Special Editions: Southwest Florida (Oct.); Pageant of Light (Feb.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. R. Spear

FORT PIERCE (Fla.), NEWS-TRIBUNE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to one color. 5 day leeway requested.
Sunday color comics carried.
Advs. Not Accepted: Certain medical claiming cures - out of city vending machine want ads.
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Household and Builders Pages Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. E. Harrison
Book—Meryl Scott (Mrs.)
Business—Financial—Paul G. Enns
Church—Meryl Scott (Mrs.)
Columnist—C. S. Miley
Editorial Writers—H. T. Enns, Jr.; C. S. Miley
Education—H. T. Enns, Jr.
Farm—R. N. Enns
Fashion—Meryl Scott (Mrs.)
Food—Meryl Scott (Mrs.)
Garden—R. N. Enns
Photo. Dept. Mgr.—Len S. McNulty
Picture Editor—Len S. McNulty
Real Estate—Howard Sharp
Travel—Howard Sharp
Society—Meryl Scott (Mrs.)

GAINESVILLE (Fla.), SUN (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 1 color. Must have 3-day option; 1000 li. minimum.
Sunday color comics carried.
Advs. Not Accepted: No hard liquor.
Annual Special Editions: Spring Festival Sale (1st wk. May); Univ. of Fla. Welcome Ed. (Mid. Sept.); Christmas Gift Edition (Last wk. Nov.)
Syndicated Magazine Sections Carried: All Florida Magazine; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—R. B. Beard
Farm—R. B. Beard
Fashion—Eleanor Crom
Photo. Dept. Mgr.—Thomas E. Davis
Picture Editor—R. B. Beard
Radio-Television—R. B. Beard
Society—Eleanor Crom

JACKSONVILLE (Fla.), FLORIDA TIMES-UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Sunday color comics carried.
Advs. Not Accepted: Fortune telling; Share-the ride
Special Editions: Home & Garden (March); Home & Garden (Sept.)
Syndicated Magazine Section Carried: This Week
Food and/or Household Dept.: Fridays - columns and menu features.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John Walters
Credit Mgr.—J. C. Bialock
Editorial Writers—Caleb J. King, Jr.; Robert H. Akerman; John D. Crews
Farm—Steve Willis
Fashion—Mrs. Elizabeth Cornelius
Food—Mrs. Elizabeth Cornelius
Garden—Mary Noble
Motion Picture-Theatrical—Judge May
Photo. Dept. Mgr.—G. C. Henley
Real Estate—W. D. Erickson
Society—Arthur B. Manning

JACKSONVILLE (Fla.), JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Sat.
Sunday color comics carried.
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly; TV Week.
Food and/or Household Dept.: Wednesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. P. White
Book—Thomas B. Logue
Business-Financial—Geo. R. Mason
Church—David McCarthy
Columnists—Joe Livingston; James F. Massey; Tom Logue; Bill Sweisgood
Credit Mgr.—C. E. Kunsman
Editorial Writer—Robert M. Dow, Jr.
Education—Charles M. Meister
Farm—John W. Lipscomb
Fashion—Mrs. Charline C. Thiem
Motion Picture-Theatrical—Geo. R. Mason
Photo. Dept. Mgr.—James A. Chester
Society—Mrs. Charline C. Thiem

KEY WEST (Fla.), CITIZEN (e)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dorothy Raymer Farmer
Business-Financial—Denis Sneigr
Cartoonist—O. B. Esquinaldo
Church—Hank Day
Columnists—Denis Sneigr; Joe Illsley
Editorial Writer—Sam Harris
Food—Dorothy Raymer Farmer
Motion Picture-Theatrical—Dorothy Raymer Farmer
Photo. Dept. Mgr.—Don Pinder
Picture Editor—Don Pinder
Real Estate—Denis Sneigr
Society—Dorothy Raymer Farmer

LAKELAND (Fla.), LEDGER (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harris G. Sims
Photo. Dept. Mgr.—Arthur Perkins
Society—Mrs. Olive Sykes

LEESBURG (Fla.), DAILY COMMERCIAL (e) (S)
Daily and Sunday color comics carried.
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: The All-Florida Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Courthouse and County Editor—Douglas R. Eller
City Hall and General Reporter—Norma Hendricks
Editorial Writer—Emmett Peter

MELBOURNE (Fla.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Sunday only.
Sunday color comics carried.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ethel Fish
Editorial Writer—Pearl Leech
Fashion—Ethel Fish
Society—Ethel Fish

MIAMI (Fla.), HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Thurs., Fri. & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically.
Special Editions: Orange Bowl (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Aitchison
Aviation—Ned Aitchison
Book—Beatrice Washburn
Business-Financial—John Bonner
Cartoonist—Glenn Brethauer
Church—Adon Taft
Columnists—Jack Bell; Larry Thompson; Jack Kofoed
Credit Mgr.—Glenn R. Lowell
Editorial Writers—John D. Pennekamp; Luther Voltz; Jeanne Bellamy
Education—Doris MacAbee
Farm—Nixon Smiley
Fashion—Beverly D. Wilson
Food—Jeanne Voltz
Garden—Nixon Smiley
Librarian—Kathryn Kelly
Motion Picture-Theatrical—George Bourke
Music—Doris Reno
Personnel Mgr.—Harry Horton
Photo. Dept. Mgr.—Tony Garnet
Radio-Television—Jack Anderson
Real Estate—Fred Sherman
Travel—Ned Aitchison
Society—Dorothy Jurney

MIAMI (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every other Paper. Daily only, 3 day option.
Advs. Not Accepted: Liquor (S).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept: Food on Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Connell
Book—Keith Ball
Business—Holland Beeber
Cartoonist—Don Ink
Church—Louise Leyden
Columnists—Bill Baggs; Morris McLemore; Chas. Forbes; Herb Rau; Tom Raines
Credit Mgr.—Charles Brack
Editorial Writers—William Crawford; John Baiar
Education—Louise Blanchard
Farm—Bill Bischoff
Fashion—Lucile McLean
Financial—Chas. Forbes
Food—Bertha Cochran Hahn
Garden—Bill Bischoff
Home Fashions—Jean Sprain Wilson
Librarian—Nell Fletcher
Motion Picture-Theatrical—Herb Kelly
Music—Edward Ireland
Photo. Editor—C. E. Pierce
Radio-Television—Art Grace
Real Estate—Ben Schneider
Travel—Sylvan Cox
Society—Midge Acer

MIAMI BEACH (Fla.), SUN (e) (S)
Run-of-Paper Color Advs.: 1 color. Every day.
Sunday color comics carried.
Split Run Advertising: Every-other Paper
Special Editions: Invitation Issue (Nov.).
Radio, TV, Station Affiliation: WGBS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hugh Booher
Business-Financial—Dale Renault
Church—Maude Massengale
Columnists—Paul Bruun; Dale Renault; Maude Massengale; Al Schneiderman
Credit Manager—William Walker
Editorial Writer—Parks Rusk
Fashion—Maude Massengale
Food—Maude Massengale
Motion Picture-Theatrical—Paul Bruun
Music—Maude Massengale
Personnel Mgr.—William G. McKitterick
Picture Editor—Dan J. Cronin
Radio-Television—Sy Steinhauser
Real Estate—Dale Renault
Travel—Trescott Goode
Society—Maude Massengale

OCALA (Fla.), STAR BANNER (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Syndicated Magazine Section Carried: All Florida.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—R. N. Dosh.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ORLANDO (Fla.), SENTINEL (m) (S); STAR (e)
Sunday color comics carried.
Special Editions: Financial (Jan.); Central Florida Fair (Feb.); Citrus (Mar.); Spring Garden (Mar.); Air Conditioning (Apr.); Baseball (Apr.); Cooking (May); Travel & Resort (May); Football (Sept.); Heating (Sept.); Fall Garden (Oct.); Annual Pictorial (Nov.); Caribbean (Nov.); Xmas Gift (Dec.).
No Edition: (m only) New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Smith
Cartoonists—Lynn Brudon (m) (S); Patricia Brown (m) (S); Dick Hodgins (m) (S)
Church—Pat Pinkerton
Columnists—Jean Yothers (m); Robert Howard (m) (S); Hanley Pogue (e); Henry Balch (m); Billy Glenn (e); Bob Bessine (e); Bill Summers (e); Charles Wadsworth (m)
Credit Manager—James E. Schell
Editorial Writers—Ben F. Field (m) (S); Martin Andersen (m) (S); Henry Balch (m) (S); J.Clement Brossler (e); Wm. Conomos (m) (S); Ormund Powers (m) (S)
Education—Pat Pinkerton (m) (e) (S)
Fashion—Mildred Seay (m) (e) (S)
Feature & Promotion—Charles Wadsworth
Food—Grace Warlow Barr (m) (e) (S)
Garden—Emily Bavar (m) (e) (S)
Librarian—Jean Dowdy (m) (e) (S)
Motion Picture-Theatrical—Jean Yothers (m) (e) (S)
Music—Sumner Rand (m) (e) (S)
Personnel Mgr.—Gracia B. Andersen
Photographer (Chief)—Charles Foley
Picture—Frank W. Murphy
Real Estate—Ben Field (m) (e) (S)
Society—Emily Bavar

PALATKA (Fla.), NEWS (e ex. Sat.)
No Editions: New Years, July 4th, Labor Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Fred P. Green
Farm—Fred P. Green
Fashion—Memrie James
Food—Memrie James
Garden—Memrie James
Motion Picture-Theatrical—Memrie James
Music—Memrie James
Photo. Dept. Mgr.—Fred P. Green
Society—Memrie James

PALM BEACH (Fla.), NEWS (m) (S) (Dec. 1st-Apr. 6th.)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to the Editor, Tom Penick.

PANAMA CITY (Fla.), NEWS (m); HERALD (e); NEWS-HERALD (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Syndicated Magazine Section Carried: All Florida Magazine and Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Estelle Cunningham
Aviation—William Maxwell
Book—William Maxwell
Business-Financial—William Maxwell
Church—Mike Darley
Editorial Writers—Toni Veverka; William Maxwell
Education—Mike Darley
Farm—Robert Brown
Fashion—Ann Heim
Food—Ann Heim
Garden—Ann Heim
Librarian—Mary Ferguson
Motion Picture-Theatrical—Robert Brown
Music—Ann Heim
Picture Editor—William Maxwell
Radio-Television—William Maxwell
Real Estate—Robert Brown
Travel—Mike Darley
Society—Ann Heim

PENSACOLA (Fla.), PENSACOLA JOURNAL (m); PENSACOLA NEWS (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Sunday color comics carried.
Special Editions: Armed Forces Day (m) (May).
No Editions: Christmas (e).
Syndicated Magazine Section Carried: All Florida Magazine Section; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Michael Leigh (m)
Cartoonist—Earle Bowden (m) (S)
Columnist—Maurice Harling (S)
Editorial Writer—Michael Leigh (e) (S)
Farm—Patricia Lloyd (e)
Fashion—Patricia Lloyd (m) (e)
Motion Picture-Theatrical—Patricia Lloyd (e)
Society—Hortensia Sublette (m) (e) (S)

ST. AUGUSTINE (Fla.), Record (e ex Sat.) (S)
Run-of-Paper Color Adv: Up to 1 color, 1,000 line minimum.
Sunday color comics carried.
No Editions: Christmas; New Years; Independence Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food every Wednesday, Real Estate Pages Sunday.
DEPARTMENTAL EDITOR and/or MANAGERS
Church—Margaret Mickler
Credit Manager—Jack Allen
Editorial Writers—Harvey Lopez; W. W. Wilson; A. H. Tebault
Farm—Tom King
Food—Frank Sturges
Garden—Margaret Pitts
Personnel Mgr.—W. W. Wilson
Photo Dept. Mgr.—Charles Olson
Real Estate—John Carroll

ST. PETERSBURG (Fla.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Special Editions: Annual Mail-Away (Nov.).
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gloria Paul
Aviation—Gloria Paul
Book—H. F. Ballew
Business-Financial—H. F. Ballew
Church—Letta O'Brien
Columnists—Wm. Wiley; M. Griffith; Martha Mayfair; A. D. Barker
Editorial Writer—Wm. Wiley
Education—Marian Coe
Farm—R. L. Longstreet
Fashion—C. McDonnell
Food—Cecelia Fickling
Garden—M. Griffith
Librarian—R. Blaydon
Motion Picture-Theatrical—Mani O'Mara
Music—Cecelia Fickling
Photo. Dept. Mgr.—Harold Ballew
Picture Editor—Wm. Pierce
Radio-Television—Harold Ballew
Real Estate—Gloria Paul
Travel—Gloria Paul
Society—Cecelia Fickling

ST. PETERSBURG (Fla.), TIMES (m) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Mail order.
Special Editions: Christmas Gift Sec. (Nov.) (m); Spring Fashion (March) (m); National Home Week (Sept.) (S); Suncoast Guide (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried; Parade.
Food and/or Household Dept.: Fridays; Sunday; magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Warne
Aviation—Jack Thompson
Book—T. C. Harris
Business-Financial—Douglas Doubleday
Cartoonists—Jim Ivey; Jim Weakley
Church—Marianne Kelsey
Columnists—Archie Dunlap; Paul Davis.
Credit Mgr.—Harry J. Munyer
Editorial Writer—Warren Pierce
Education—Jean Watkins
Farm—Jack Thompson
Fashion—Gloria Biggs
Food—Sandy Stiles
Librarian—Walter Brzozowski
Motion Picture-Theatrical—Lorna Carroll
Music—Harold Ober
Personnel Mgr.—Dan Hall
Photo. Dept. Mgr.—Dodd Vernon
Picture Editor—Sandy Stiles
Radio-Television—Matilda Booth
Real Estate—Don Warne
Travel—Sandy Stiles
Society—Nancy Osgood

SANFORD (Fla.), HERALD (e ex. Sat)
Special Editions: Mail-A-Way (Feb.)
No Editions: Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Fred P. Perkins; Marion Harmon, Sr.

SARASOTA (Fla.), HERALD-TRIBUNE (m); JOURNAL (e); HERALD-TRIBUNE (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 2 colors. Daily and Sunday.
Special Editions: Mail-Away (S) (Nov.); Art Supplement (S) (Apr.).
No Editions: All holidays.
Syndicated Magazine Section Carried: Family Weekly; All Florida.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Lawrence Dame
Columnists—Stan Windhorn (m); Harris Powers (e)
Editorial Writers—David B. Lindsay, Jr. (m); Harris Powers (e)
Fashion—Florence Swift Schneider (m); Monica Steiner (e)
Food—Kay Tromans (m)
Society—Florence Swift Schneider (m); Monica Steiner (e)

SARASOTA (Fla.), NEWS (e)
Sunday color comics carried.
No Editions: Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Sag Kash
Columnist—Kent S. McKinley
Editorial Writers—Kent S. McKinley
Farm—Sam Dillon
Fashion—Betty Vance
Food—Betty Vance; Fran Pollock
Motion Picture-Theatrical—Kent S. McKinley
Music—Jean Sharp
Real Estate—Sam Dillon
Society—Betty Vance

TALLAHASSEE (Fla.), DEMOCRAT (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Magazine Section Carried: Family Weekly; All Florida.

TAMPA (Fla.), TIMES (e)
Run-of-Paper Color Advs: Yes.
Special Editions: Industrial Section (Jan.); Electrical Exposition (Feb.); Gasparilla Edition (Feb.); Air Conditioning Ed. (May); Home Improvements (Apr., Sept.); Million Dollar Days (June); Greater Tampa Days (Sept.); Christmas Gift Ed. (Nov.).
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WDAE & WDAE-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ash Wing
Aviation—Ash Wing
Business-Financial—Ash Wing
Columnists—Mike Morgan; Hampton Dunn; Wilbur Kinley; Sam Stickney; W. W. Talbott
Credit Mgr.—E. W. Sisson
Editorial Writers—Joseph F. Smiley; Sam Stickney
Fashion—Mrs. Ida Belle Kinley
Food—Mrs. Ida Belle Kinley
Librarian—Mrs. Pat Brown
Motion Picture-Theatrical—Doris Duval
Photo. Dept. Mgr.—Dan Fager
Radio-Television—Doris Duval
Real Estate—Wilton Martin
Society—Mrs. Ida Belle Kinley

TAMPA (Fla.), TRIBUNE (m) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Daily ex. Fri. (on Fri. black and 1 color available; Sun., black and 1 color.)
Advs. Not Accepted: Fraudulent and objectionable matter.
Special Editions: Gasparilla Edition (Feb.).
Food and/or Household Dept.: Food Section Fri
Radio Station Affiliation: WFLA AM & FM.
Television Station Affiliation: NBC.
DEPARTMENTAL EDITORS and/or EDITORS
Book—James Clendinen
Cartoonist—George White
Church—Charles Benson
Columnists—Avery Means; Rev. Paul A. Wagner; Ann McDuffie; Ralph Warner; John Cash; Bob Hudson; Bobby Hicks
Credit Mgr.—A. L. Brady
Editorial Writers—E. D. Lambright; Carleton Johnson; James Clendinen; James Powell
Education—J. A. Murray
Farm—Milton Plumb
Food—Mrs. Lee Winter
Garden—Bert Livingston
Librarian—Mrs. Della Callen
Motion Picture-Theatrical—Phil Barney
Music—Phil Barney
Picture Editor—Earl Sands
Radio-Television—Clyde Shaffer
Real Estate—George Knight
Travel—Tom O'Connor

WEST PALM BEACH (Fla.), POST (m); TIMES (e); POST-TIMES (S)
Sunday color comics carried.
No Editions: Christmas; New Years' Day; AM only.
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Geo. B. McNab
Editorial Writer—E. F. Stumpf
Society—Ernestine Pernell

WINTER HAVEN (Fla.), NEWS-CHIEF (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily and Sunday.
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Progress-Tourist and Resort (Oct.); Citrus Exposition (Feb.).
No Editions: New Years; July 4th; Labor Day, Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Boating—C. I. Goshorn
Book—Mrs. W. E. Rynerson
Credit Mgr.—Mrs. Sara Duckworth
Editorial Writer—W. E. Rynerson
Farm—Bob Boboroff
Fashion—Mrs. Billie Ellis
Food—Mrs. W. E. Rynerson
Real Estate—Mike Zotti
Society—Mrs. Billie Ellis

GEORGIA

ALBANY (Ga.), HERALD (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Advs. Not Accepted: (Subject Publisher approval).
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Southeastern Color Comic Group.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: WALB
Television Station Affiliation WALB-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Kimsey
Aviation—Don Kimsey
Book—James H. Gray
Business-Financial—James H. Gray
Church—Dan Gibson
Columnist—H. T. McIntosh
Editorial Writer—James H. Gray
Education—Vic Smith
Farm—Pete Rockett
Fashion—Louise Whiting
Food—Louise Whiting
Garden—Louise Whiting
Motion Picture-Theatrical—Joe Farris, Jr.
Music—James M. Robinson
Photo. Dept. Mgr.—Jack Holland
Picture Editor—Jack Holland
Radio-Television—Joe Farris, Jr.
Real Estate—Vic Smith
Travel—Louise Whiting
Society—Louise Whiting

AMERICUS (Ga.), TIMES-RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: R.E.A. (July); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Rudy Hayes; Ann W. Sheffield;
Editorial Writers—James R. Blair; Rudy Hayes
Picture Editor—Rudy Hayes
Society—Ann W. Sheffield

ATHENS (Ga.), BANNER-HERALD (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor
Special Editions: "Trade Days" (Apr.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. I. Groover
Aviation—Tom Greene
Book—Mary Anne Braswell
Business-Financial—E. B. Braswell, Ed. and Pub.
Church—Horace Thom
Editorial Writers—Earl B. Braswell; B. C. Lumpkin
Education—Horace Thom
Farm—Gene Asher
Fashion—Mrs. Bunnie Cox
Food—Mrs. Russell Hobbs
Garden—Gene Asher

(Continued on Page 184)

ONLY

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* Publisher's figure subect to audit.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

GEORGIA—Cont'd

(Continued from Page 183)

ATHENS (Ga.), BANNER-HERALD—Cont'd

Librarian—Gene Asher
Motion Picture-Theatrical—Mrs. Russell Hobbs
Music—Gene Asher
Photo. Dept. Mgr.—B. C. Lumpkin
Picture Editor—B. C. Lumpkin
Radio-Television—Mrs. Russell Hobbs
Travel—B. C. Lumpkin
Society—Mrs. Bunnie Cox

ATLANTA (Ga.), CONSTITUTION (m); JOURNAL (e); JOURNAL and CONSTITUTION (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Daily and Sunday color comics carried.
Split Run Advertising: Every-other Paper some days.
Advs. Not Accepted: Mail order if merchandise is sold locally.
Special Editions: After Thanksgiving (Nov.); Back to school (Aug.); Air Conditioning (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Food.
Radio Station Affiliation: WSB
Television Station Affiliation: WSB-TV
DEPARTMENTAL EDITORS and/or MANAGERS*
Auto—Jim Montgomery (m); Fred Hartley (e)
Aviation—John Pennington (e)
Book—Sam Lucchese (e)
Business-Financial—Jim Montgomery (m); Fred Harthey (e)
Cartoonist—Cliff Baldowski (m); John Somerville (e)
Church—Kay McLeod (m); Laura McGregor (e)
Columnists—(m) Leo Aikman; Dr. Chas. Allen; Harold Martin; Celestine Sibley; (e) Dr. Pierce Harris; Ernest Rogers; Hugh Park
Credit Mgr.—J. Lester Moore
Editorial Writers—(m) Ralph McGill; William Harrell (m); Leo Aikman; George Boswell; (e) Jack Spalding; Luke Greene; Robert H. McKee; Raleigh Bryans
Education—Raleigh Bryans (m); Margaret Shannon (e)
Farm—Harold Joiner (e)
Fashion—Raymonde Alexander (m); Frances Cawthon (e)
Food—Virginia Dysard (m); Grace Hartley (e)
Garden—Yolande Gwin (m); Lillian Whitner (e)
Librarian—Vivian Harris (m) (e)
Motion Picture-Theatrical—Paul Jones (m); Dane Harris (e)
Music—Bruce Galphin (m); Katherine Skogstad (e)
Photo. Dept. Mgr.—Marion Johnson (m) (e)
Personnel Manager—Frank Eubanks
Picture Editor—Richard Green (e)
Radio-Television—Paul Jones (m); Norman Shavin (e)
Real Estate—Jim Montgomery (m); George Erwin (e)
Travel—Sam Lucchese (e)
Society—Annie Lou Hardy (m); Sue Brown Sterne (e)
*All departments of both papers contribute to the Sunday paper.

ATLANTA (Ga.), WORLD (m ex Mon.)
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. T. Arnold
Columnists—William Gordon; E. O. Jackson
Editorial Writers—T. J. Flanagan; C. A. Scott
Society—Oziel Woolcock

AUGUSTA (Ga.), THE AUGUSTA CHRONICLE (m) (S); THE AUGUSTA HERALD (e)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: palmists; "fortune tellers"; mail-order ads.
Special Editions: Dollar Days (Feb. & July); Back to School (Aug.); Home Fashion Time (Sept.); Sleep Show (Apr.).
Food and/or Household Dept.: Food Page Thurs. P.M., Fri. A.M.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ken Crabbe (m) (S)
Church—Edith Bell Love (e)
Credit Mgr.—Jack Webb
Editorial Writers—Robert L. M. Parks (m) (S); Mrs. Mary Carter Winter (m); Randy Russell (e)
Farm—Earl DeLoach (e)
Garden—Mrs. Florence Hill (m) (S)
Librarian—Mrs. Alice Garren
Motion Picture-Theatrical—Charles McIntosh
Music—Charles McIntosh (m) (S)
Photo. Dept. Mgr.—Morgan Fritz (m) (S); Frank Christian (e)
Personnel Manager—Edith Loyal
Society—Marguerite Stelling (m) (S); Courtney Willard (e)

MACON
THE HEART ♥ OF GEORGIA
THE MACON TELEGRAPH & NEWS
Represented by THE BRANHAM CO.

BRUNSWICK (Ga.), NEWS (e)
Advs. Not Accepted: Fortune telling; vending machine, etc.
Special Editions: Christmas (Dec.)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. H. Leavy, Jr.; L. J. Leavy
Society—Mrs. John W. Jenkins

CARTERSVILLE (Ga.), TRIBUNE-NEWS (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. L. Fleetwood
Editorial Writers—M. L. Fleetwood; John T. Fleetwood
Photo. Dept. Mgr.—John T. Fleetwood
Picture Editor—George Evans
Society—Mrs. George Woodrow, Jr.

CEDARTOWN (Ga.), STANDARD (e)
Special Editions: Four-H Club (Mar.); Back-to-School (Aug.); Keep Ga. Green (Oct.); Graduation (June).
No Editions: Labor Day.
Food and/or Household Dept: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. W. Stuff
Church—Miss Agnes Vines
Credit Manager—Mrs. Herbert DeArman
Editorial Writers—J. W. Stuff; Don Biggers
Farm—Don Biggers
Photo. Dept. Mgr.—Don Biggers
Personnel Manager—J. W. Stuff
Picture Editor—Don Biggers

COLUMBUS (Ga.), ENQUIRER (m); LEDGER (e); LEDGER-ENQUIRER (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Every day within mechanical limitations.
Advs. Not Accepted: Palmist, Fortune Telling.
Special Editions: Cotton Edition (May); Home Edition (April); Back-to-School Edition (Aug.); Industrial Edition (Oct.).
Food and/or Household Dept: Food Page Thursday Evening; Friday morning.
Radio Station Affiliation: WRBL.
Television Affiliation: WRBL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. W. C. Tucker (m); Latimer Watson (e) (S)
Business-Financial—David G. Miller (m)
Cartoonist—Angelo Franco (m) (e) (S)
Church—Larry Agee (m); Ray Jenkins (e)
Columnists—(m) W. C. Tucker; (e) Edge R. Reid; Latimer Watson
Editorial Writers—W. C. Tucker (m); Edge R. Reid (e) (S)
Education—David G. Miller (m); Carroll Lisby (e) (S)
Farm—Luke Teasley (m) (S); Tom Wierzbicki (e)
Fashion—Katherine McDuffie (m); Latimer Watson (e) (S)
Food—Julia Hawk (m); Latimer Watson (e) (S)
Garden—James W. Green (e) (S)
Librarian—Mrs. W. C. Tucker (m) (e) (S)
Motion Picture-Theatrical—Millard Grimes (e) (S)
Music—David G. Miller (m); Marvin Wall (e) (S)
Photo. Dept. Mgr.—Brady B. Bynum (m) (e) (S)
Picture Editor—Carlton M. Johnson (e) (S)
Radio-Television—Millard Grimes (e) (S)
Real Estate—James W. Green (e) (S)
Travel—David G. Miller (m); Ray Jenkins (e) (S)
Society—Katherine McDuffie (m); Mary Daly (e) (S)

CORDELE (Ga.), DISPATCH (e ex. Sat)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. W. Mathews
Aviation—Jack C. Mathews
Book—E. W. Mathews
Business-Financial—E. W. Mathews
Columnists—E. W. Mathews; Jack C. Mathews; Pete Calabro; Ken Hay
Editorial Writer—E. W. Mathews
Education—Harris Dalton
Farm—Harris Dalton
Fashion—Vira L. Mathews
Food—Vira L. Mathews
Garden—Vira L. Mathews
Librarian—Frances Lasseter
Music—Elden Mathews, Jr.
Photo. Dept. Mgr.—Gene Hunt
Travel—Jack C. Mathews
Society—Frances Lasseter

GAINESVILLE (Ga.), TIMES (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Opening (Nov.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: Christmas
Food and/or Household Dept.: Women's page daily and ROP food features Thursday.
Radio Station Affiliation: WGGA, Gainesville, Ga.; WRGA, Rome, Ga.; WCAS, Gadsden, Ala.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Sylvan Meyer; Phil Jackson
Editorial Writer—Sylvan Meyer
Fashion—June Woodruff
Food—June Woodruff
Garden—June Woodruff
Society—June Woodruff

GRIFFIN (Ga.), NEWS (e)
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Smith
Book—Q. Melton, Jr.
Business-Financial—Cary Reeves
Church—Roger Dix
Columnist—Quimby Melton, Jr.
Editorial Writer—Quimby Melton, Jr.
Education—B. Knight
Farm—L. Woodle
Fashion—Jackie Wright
Food—Betty McKneely
Garden—Jackie Wright
Librarian—Jackie Wright
Motion Picture-Theatrical—Cary Reeves
Music—Jackie Wright
Photo. Dept. Mgr.—Bill Knight
Picture Editor—Bill Knight
Radio-Television—H. Reeves
Real Estate—B. Knight
Travel—Q. Melton, Sr.
Society—Jackie Wright

LAGRANGE (Ga.), NEWS (e)
Special Editions: Football Opening (Sept.).
No Editions: Christmas; July 4th; Thanksgiving.
Radio Station Affiliation: WLAG.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Looser
Aviation—W. A. Coker
Book—W. A. Coker
Business-Financial—Phil Harrison
Church—Jim Asher
Columnist—Eleanor H. Orr
Editorial Writers—R. C. Swank; Phil Harrison; Wm. A. Coker
Education—Phil Harrison
Farm—Phil Harrison
Fashion—Eleanor H. Orr
Food—W. A. Coker
Garden—W. A. Coker
Librarian—Sue K. Whatley
Motion Picture-Theatrical—Eleanor H. Orr
Music—Eleanor H. Orr
Photo. Dept. Mgr.—Lee Stietenroth
Picture Editor—Lee Stietenroth
Radio-Television—Phil Harrison
Real Estate—Richard Looser
Travel—Wm.A. Coker
Society—Sue Newsom

MACON (Ga.), TELEGRAPH (m); NEWS (e); TELEGRAPH & NEWS (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Mon., Tue., Wed., Thurs. A.M., Fri. P.M., Sat.
Special Editions: Business & Industrial Review (Feb.).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tommie Haden (m) (e) (S)
Book—Katherine Anderson (m) (e) (S)
Church—Nathan Gans
Columnists—Susan Myrick (m); DeWitt Matthews (m); Chas. J. Bayne (m); Joe Parham (e) (S)
Editorial Writers—Bert Struby (m) (S); Chas. J. Bayne (m) (S); Nathan Gans (m) (S); Joe Parham (e) (S); Bill Ott (m) (S)
Education—Luther Thigpen
Farm—Susan Myrick (m) (e) (S)
Fashion—Blythe McKay (m) (S); Gertrude Trawick (e)
Food—Jeanette Gausch (m) (e) (S)
Garden—Kate Greenleaf (m) (S)
Librarian—Julia Northrup (m) (e) (S)
Photo. Dept. Mgr.—Ralph Jones (m) (e) (S)
Radio-Television—Mrs. Donald McDonald (m) (e) (S)
Society—Blythe McKay (m) (S); Carolyn Cochran (m) Gertrude Trawick (e)

MARIETTA (Ga.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark Waits
Photo. Dept. Mgr.—Charles McGee
Society—Mrs. Joyce Howard

MOULTRIE (Ga.), OBSERVER (e)
Advs. Not Accepted: Alcoholic beverages; Clairvoyant.
Special Editions: Tobacco Festival (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Mabel C. Potts
Editorial Writer—W. D. Avera
Farm—Frank Dunn
Society—Annie Mae Adams

ROME (Ga.), NEWS-TRIBUNE (e & S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Isabel Gammon

SAVANNAH (Ga.), NEWS (m) (S); PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Anna C. Hunter (m) (S); Ray Dilley (e)
Business-Financial—J. E. Lambright (m) (S)
Church—J. E. Lambright (m) (S); John L. Sutlive (e)
Columnists—Frank Rossiter (m) (S); Judd Arnett (m) (S); Richard Conley (e)
Credit Mgr.—F. J. Mulling
Editorial Writers—(m) (S) J. E. Lambright; Judd Arnett; (e) John L. Sutlive
Education—Henry Clemens (S); Kenneth Palmer (e)
Farm—Larry Powell (m) (S)
Food—John L. Sutlive (e); Mary Keating (S)
Garden—(S) Mary Keating
Librarian—T. W. Martin (m) (S)
Motion Picture-Theatrical—Frank Rossiter (m) (S); John L. Sutlive (e)
Music—Anna C. Hunter (m) (S); Kenneth E. Palmer (e)
Photo Dept. Mgr.—J. H. Bisson (m) (S)
Picture Editor—J. E. Lambright (m) (S)
Radio-Television—John L. Sutlive (e)
Society—Mary Keating (m) (S)

THOMASVILLE (Ga.), TIMES-ENTERPRISE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily on 48-hour notice.
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee E. Kelly
Columnists—Lee E. Kelly; E. R. Jerger; Sam Glassman, Jr.
Editorial Writer—E. R. Jerger
Farm—Lee E. Kelly, Jr.
Fashion—Esther Shane
Food—Emily R. Jerger
Photo. Dept. Mgr.—Lee E. Kelly, Jr.
Picture Editor—Lee E. Kelly, Jr.
Radio-Television—Lee E. Kelly, Jr.
Society—Esther Shane

TIFTON (Ga.), GAZETTE (e)
No Editions: July 4th; Thanksgiving; Christmas.

VALDOSTA (Ga.), TIMES (e)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—M. L. Strong
Editorial Writers—J. Davis; Turner Rockwell
Farm—M. L. Strong
Fashion—Mrs. Elizabeth Ashley
Society—Mrs. Elizabeth Ashley

WAYCROSS (Ga.), JOURNAL-HERALD (e)
Sunday color comics carried.
Advs. Not Accepted: Whiskey, Beer & Wine; Fortune-telling.
Special Editions: Tobacco (July); Christmas Greetings (Dec.).
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
Group Membership: Metropolitan.
Radio Station Affiliation: WAYX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Robinson
Aviation—Paul Robinson
Book—Jack Williams, Jr.
Business-Financial—Jack Williams, Jr.
Church—Mrs. Laurie Lee Sparrow
Columnist—Mrs. Laurie Lee Sparrow
Editorial Writer—James A. Pinson
Education—Mrs. Laurie Lee Sparrow
Farm—Mrs. Laurie Lee Sparrow
Fashion—Belle Tarver Sims
Food—Belle Tarver Sims
Garden—Belle Tarver Sims
Motion Picture-Theatrical—Dorothy Smith
Music—Miss Dorothy Smith
Photo. Dept. Mgr.—Wm. Brantley
Picture Editor—Miss Dorothy Smith
Radio-Television—Miss Dorothy Smith
Real Estate—Paul Robinson
Travel—Jack Williams, Jr.
Society—Belle Tarver Sims

WEST POINT (Ga.), LANETT (Ala.), VALLEY TIMES-NEWS (e ex Sat.).
Special Editions: Dollar Day Edition (Feb.), Dollar Day Edition (July), Spring Fashions (Mar.), Back to School (Aug.), Fall Fashions (Sept.), Harvest Festival (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Wednesday
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Cohen
Aviation—Heddy Duke
Book—Davis Haines
Business-Financial—Davis Haines
Church—Ann Vinson Campbell
Editorial Writer—Davis Haines
Education—Billie Hay
Farm—Fred Sands
Fashion—Ann Vinson Campbell
Food—Ann Vinson Campbell
Garden—Ann Vinson Campbell
Librarian—Ann Vinson Campbell
Motion Picture-Theatrical—Billie Hay
Music—Ann Vinson Campbell
Photo. Dept. Mgr.—Davis Haines
Picture Editor—Davis Haines
Radio-Television—Clo Stance
Real Estate—Frances Ledbetter
Travel—Davis Haines
Society—Ann Vinson Campbell

HAWAIIAN ISLANDS

HILO (Hawaii), TRIBUNE-HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Annual Special Editions: Opportunity Days (Apr. & Oct.); Women's Fashion (Mar.); Electric Living (May); Father's Day (June).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Maxine Hughes
Columnists—Martha Stermer; Helen Shiras Baldwin
Credit Mgr.—S. Nakamura
Editorial Writer—Harry M. Blickham
Education—Maxine Hughes
Farm—Howard Pierce
Fashion—Thelma Olival
Food—Thelma Olival
Garden—Howard Pierce
Librarian—Dorothy Carpenter
Motion Picture-Theatrical—Maxine Hughes
Personnel Mgr.—Lester A. Carpenter
Photo. Dept. Mgr.—Larry Kadooka
Picture Editor—Larry Kadooka
Society—Thelma Olival

HONOLULU (Hawaii), ADVERTISER (m & S)
Run-of-Paper Color Advs.: Up to 4 colors.
Print Own Magazine: Yes, (letterpress).
Annual Special Editions: Progress Edition (Jan. 1); Back to School (May-Aug.); Parade of Homes (Sept.)
Hostess and Homemaker Section: Thurs.; Youth Section: Sun. (tabloid); T. V. Guide: Sun. (tabloid); Gardening: Sun. (tabloid); Hawaiian Homes & Real Estate: Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Hugh Lytle
Sports Editor—Red McQueen
Society Editor—Dru Lytle
Food Editor—Louise Price
Garden Editor—Pat Millard

HONOLULU (Hawaii), HAWAII HOCHI (e)
Run-of-Paper Color Advs.: Up to 3 colors. 1st. & last page.
Special Editions: New Years (Jan.).
No Editions: Federal holidays.

HONOLULU (Hawaii), THE HAWAII TIMES (e)
Special Editions: New Year (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Akira Furukawa

HONOLULU (Hawaii), STAR-BULLETIN (e)
Saturday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Print Own Magazine: Yes.
Magazine Section Carried: Parade

IDAHO

BLACKFOOT (Idaho), BULLETIN (e)
Special Editions: State Fair (Sept.).
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BOISE (Idaho), IDAHO STATESMAN (m) (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Andrew M. Andersen

CALDWELL (Idaho), NEWS TRIBUNE (e)
All Alcoholic Beverage Adv. Accepted.
No Editions: July 4th; Christmas
Special Editions: Xmas Mdse. (last Thurs. in Nov.); Fashion (Spring); Fashion (Fall); Back-to-School (Aug.); Farm Mag. Sect. (1 a month last Fri., Spring through Summer).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Connell
Book—R. E. Hackworth
Business-Financial—Charles Connell
Columnist—R. E. Hackworth
Church—R. E. Hackworth
Editorial Writer—R. E. Hackworth
Farm—Paul Messick
Fashion—Marguerite Stewart
Food—Marguerite Stewart
Garden—Marguerite Stewart
Motion Picture-Theatrical—Marguerite Stewart
Photo. Dept. Mgr.—Melvin Davis
Picture Editor—Melvin Davis
Travel—Charles Connell
Society—Marguerite Stewart

COEUR D ALENE (Idaho), PRESS (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Duane Hagadone
Aviation—Charles Sowder, Jr.
Book—Frances Cope
Business-Financial—Duane Hagadone
Church—Frances Cope
Credit Manager—Patrick King
Editorial Writer—R. J. Brunning
Education—Mary Minster
Farm—Wayne E. Olsen
Fashion—Mary Minster
Food—Patrick King
Garden—Frances Cope
Personnel Manager—Arn Newman
Photo. Dept. Mgr.—C. J. Tremblay
Radio-Television—Patrick King
Society—Mary Minster

IDAHO FALLS (Idaho), POST-REGISTER (e ex. Sat.) (m ex. Mon.) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (April), Fall Style (Sept.).
No Editions: Christmas; July 4th; Labor Day.
Radio Station Affiliation: KIFI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Robb Brady
Church—Gussie Mitchel
Editorial Writer—J. R. Brady
Photo. Dept. Mgr.—Reed Rasmussen
Picture Editor—Keith Otteson

KELLOGG (Idaho), NEWS (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dora Mohr

LEWISTON (Idaho), TRIBUNE (m) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily & Sun; Color Comic Section, 4 colors.
Special Editions: Auto Show (May); Fishing Resorts (June); Roundup (tab.) (Sept.); Back-to-School (Aug.); Hunting (tab.-Sept.); Spring Fashions (March); Home Fashions (Sept.); Christmas Shopper (Nov.); (S) Yearend (Jan.1).
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Al Booze
Book—Ladd Hamilton
Church—Sam H. Day
Columnists—Bill Johnston; Melvin C. Snow
Editorial Writers—Bill Johnston; Laud Hamilton; Claude E. Baskett
Education—Rosalyn Barry
Farm—Rosalyn Barry
Fashion—Bonnie C. Butler
Food—Bonnie C. Butler
Garden—W. E. Johnson
Librarian—Sula Keeling
Motion Picture-Theatrical—Ladd Hamilton
Photo. Dept. Mgr.—Clarence Tutcher
Picture Editor—Al Booze
Radio-Television—Phyllis Budweg
Society—Erna Meckstroth

MOSCOW (Idaho), IDAHONIAN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Soil Conservation (Apr.); County Fair (Sept.); Christmas (Nov.).
No Editions: All Government Holidays.
Food and/or Household Dept.: Food Ads (Mon. & Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. W. Schammel
Aviation—A. B. Robinson
Book—W. T. Marineau
Business-Financial—W. T. Marineau
Church—Donna Barker
Editorial Writer—L. A. Boas
Education—L. A. Boas
Farm—Myron Anderson
Fashion—Donna Barker
Food—W. T. Marineau
Garden—Donna Barker
Librarian—Donna Barker
Motion Picture-Theatrical—A. F. Barackman
Music—Myron Anderson
Photo. Dept. Mgr.—A. J. Marineau
Picture Editor—L. A. Boas
Radio-Television—A. F. Barackman
Real Estate—L. A. Boas
Travel—W. T. Marineau
Society—Donna Barker

NAMPA (Idaho), IDAHO FREE PRESS (e)
All Alcoholic Beverages Adv. accepted.
No Editions: July 4th; Christmas.
Special Editions: Christmas Mdse. (last Thurs. in Nov.); Fashion (Spring); Fashion (Fall); Back-to-School (Aug.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Martin
Aviation—Richard Martin
Book—Jack Scudder
Business-Financial—Jack H. Scudder
Church—Kenneth Dulo
Columnist—Roger Lucas
Editorial Writer—Jack H. Scudder
Education—Richard Martin
Farm—Jack Scudder
Fashion—Bernice Crofton
Food—Bernice Crofton
Motion Picture-Theatrical—Jack H. Scudder
Photo. Dept. Mgr.—Jerald Cornilles
Picture Editor—Jack Scudder
Radio-Television—Kenneth Dulo
Real Estate—Richard Martin
Travel—Bernice Crofton
Society—Bernice Crofton

POCATELLO (Idaho), IDAHO STATE JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors & black. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: (S) Liquor; beer.
No Editions: (e) Christmas.
Syndicated Magazine Section Carried; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stewart Thorbahn
Aviation—Lee Ester
Book—Hugh Wagnon
Business-Financial—Lee Ester
Church—Jack Pease
Columnists—G. N. Ifft
Credit Mgr.—Ralph R. Beers
Editorial Writers—G. N. Ifft; Hugh Wagnon, Stewart Thorbahn
Education—David Bowers
Farm—Bill Ingle
Fashion—Joy Morrison
Food—Joy Morrison
Garden—Hugh Wagnon
Music—G. N. Ifft
Photo. Dept. Mgr.—Lloyd Furniss
Picture Editor—Lloyd Furniss
Radio-Television—Joy Morrison
Real Estate—Lee Ester
Travel—John Merrill
Society—Joy Morrison

TWIN FALLS (Idaho), TIMES-NEWS (d) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 2 colors. Any day ex. Sat. (3 colors by advance arrangement).
Special Editions: Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry Hovey (m)
Aviation—Larry Hovey (m)
Book—Lowell Dick (m) (e) (S)
Business-Financial—Don Peterson (m); Fay Laley (S)
Church—Marjorie Lake (m) (e) (S)
Columnist—Lowell Dick (m) (e) (S)
Editorial Writer—R. S. Tofflemire (m) (e) (S)
Education—Lowell Dick (m) (e) (S)
Farm—Dudley Creed (m)
Fashion—Mildred Young (m) (e) (S)
Food—Lowell Dick (m) (e) (S)
Garden—Lowell Dick (m) (e) (S)
Librarian—Mel Crawford (e); Dudley Creed (S)
Motion Picture-Theatrical—Larry Hovey (m); Dudley Creed (S)
Music—Kay Lake (m) (e) (S)
Photo. Dept. Mgr.—Lowell Dick (m) (e) (S)
Picture Editor—Lowell Dick (m) (e) (S)
Radio-Television—Marjorie Lake (m); Larry Hovey (e) (S)
Real Estate—Mel Crawford (m); Fay Laley (e) (S)
Travel—Marjorie Lake (m); Fay Laley (e) (S)
Society—Mildred Young (m) (e) (S)

WALLACE (Idaho), PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Grant
Book—W. S. Grant
Church—Ellen Specht
Editorial Writer—W. S. Grant
Food—Ellen Specht
Garden—Marjorie Clark
Radio-Television—Marge Clark
Travel—Marjorie Clark
Society—Ellen Specht

ILLINOIS

ALTON (Ill.), TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Year; July 4; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. J. Payne
Columnists—Harold D. Brand
Credit Mgr.—Henry McAdams
Editorial Writers—Paul B. Cousley, J. J. Dromgoole, Paul S. Cousley
Fashion—John D. Focht
Food—John D. Focht
Garden—John D. Focht
Librarian—Gladys Hine
Music—Paul S. Cousley
Photo. Dept. Mgr.—Robert K. Graul
Real Estate—John D. Focht
Society—Margaret Visioni

AURORA (Ill.), BEACON NEWS (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Sun.
Special Editions: Year End Review (Jan. 1).
Food and/or Household Dept: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Davis Ford
Aviation—Dale Lancaster
Church—Ralph Hubley
Columnist—Robert Butler
Credit Mgr.—Richard McCarthy
Editorial Writer—Lewis Mrkvicka
Personnel Manager—W. B. Chawgo
Radio-Television—Sam Miraglia

BEARDSTOWN (Ill.); ILLINOIAN-STAR (e)
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Veterans Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Vivian Rodgers
Columnists—Mrs. Kathryn MacClinchie; W. H. Rodgers
Editorial Writer—Mrs. Vivian Rodgers
Fashion—Helen M. Schaeffer
Food—Helen M. Schaeffer
Garden—Helen M. Schaeffer
Picture Editor—Mrs. Vivian Rodgers
Radio-Television—Mrs. Vivian Rodgers
Society—Helen M. Schaeffer

BELLEVILLE (Ill.), ADVOCATE (e)
Special Editions: New Year Baby Contest (Dec.-Jan.); Dollar Days (Feb.); Friday 13 (when date coincides); Paint-Up-Clean-Up (March); County Fair Ed. (July); Dollar Day (Aug.); Christmas (day before Thanksgiving).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food feature.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alfred G. Henninger
Aviation—Irvin W. Baechle
Book—Leslie S. Crow
Business-Financial—Al R. Schmidt
Church—Leslie S. Crow
Editorial Writers—Leslie S. Crow; Al R. Schmidt
Education—I. W. Baechle
Farm—I. W. Baechle
Fashion—Yvonne T. Arnold
Food—Anna L. Stolle
Garden—I. W. Baechle
Librarian—Leslie S. Crow
Motion Picture-Theatrical—Al R. Schmidt
Music—Yvonne T. Arnold
Photo. Dept. Mgr.—Willard N. DeMestrie
Picture Editor—Leslie S. Crow
Radio-Television—Leslie S. Crow
Real Estate—I. W. Baechle
Travel—Anna L. Stolle
Society—Yvonne T. Arnold

BELVIDERE (Ill.), REPUBLICAN (e)
Special Editions: Dollar Day (Feb.); Dollar Day (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Manthey
Aviation—David Manthey
Book—James Marchewka
Church—James Marchewka
Editorial Writer—James Marchewka
Farm—David Manthey
Fashion—Dorothy Coombes
Food—Dorothy Coombes
Librarian—James Marchewka
Music—James Marchewka
Radio-Television—Dorothy Coombes
Society—Dorothy Coombes

BENTON (Ill.), NEWS (e)
No Editions: July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Elizabeth Heinemeier; Steve Choisser
Church—Edna Choisser
Columnist—Harold Casleton
Credit Mgr.—Steve Choisser
Editorial Writer—Harold Casleton
Education—James Choisser
Food—Edna Choisser
Garden—Edna Choisser
Music—Elizabeth Heinemeier
Personnel Mgr.—Steve Choisser
Photo. Dept. Mgr.—Joe Bortoletto
Picture Editor—James Choisser
Society—Edna Choisser

BLOOMINGTON (Ill.), PANTAGRAPH (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Graduation (Apr.); Dollar Day (Feb.) (Aug.); Christmas (Nov.); Men's, Women's, Shoes; Building; Back-to-School.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WJBC - WJBC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Fred Young; Frank Bill; Jim Barnhart
Credit Mgr.—E. V. Gunn
Editorial Writer—H. C. Tate
Farm—Frank Bill
Fashion—Joan Cullers
Food—Lolita Driver
Garden—Lolita Driver
Librarian—Ethel Sinclair
Motion Picture-Theatrical—Jerry Sohl
Music—Dorothy Carimer
Photo. Dept. Mgr.—Don Goodrich
Picture Editor—Don Goodrich
Radio-Television—George Spray
Society—Joan Cullers

CAIRO (Ill.), CITIZEN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Mrs. John C. Fisher; Victor Hone
Education—George B. Curry
Farm—Victor Honey
Food—Earl Jewell
Librarian—Jane Gore
Music—Pruden Malone
Real Estate—George B. Curry
Society—Jane Gore

CARBONDALE-HERRIN-MURPHYSBORO (Ill.), SOUTHERN ILLINOISAN (e) (S)
Sunday color comics carried.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
Group Membership: Illinois Color Comic Group.

CARMI (Ill.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—D. Fred Endicott
Farm—Howard M. Reedy
Photo. Dept. Mgr.—Howard M. Reedy
Society—Marie Bassimer

CASEY (Ill.); REPORTER (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial; July 4th; Labor Day; Veteran's Day (Nov. 11); Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and / or MANAGERS
Editorial Writer—H. L. Hamilton
Society—Nancy Dulgar

CENTRALIA (Ill.), SENTINEL (e)
Run-of-Paper Color Advs.: 1 color. Thurs.
Special Editions: Spring Fashion (April); Ridiculous Days (May, Oct.); Dollar Days (Jan., July); Back-to-School (Aug.).
No Editions: New Years; Christmas; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept.,: Food Pages Thursday
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Joy
Business-Financial—A. J. Perrine
Church—Rev. Louis Bean
Credit Mgr.—James Fetgatter
Editorial Writers—Verne E. Joy; C. A. Frazer; A. J. Perrine.
Farm—Earl Jupin
Fashion—Opal Loucks
Food—Opal Loucks
Garden—Mrs. Mercer
Librarian—Pat Armstrong
Photo. Dept. Mgr.—Bob Frazer
Picture Editor—C. A. Frazer
Travel—Verne Joy
Society—Opal Louck

CHAMPAIGN-URBANA (Ill.), COURIER (e) (S)
Sunday color comics carried.
Special Editions: Father's Day (June); Spring Fashion (Mar.); Christmas Greetings (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Color Comic Group and Central Illinois Group.
Food and/or Household Dept.: Yes.

CHAMPAIGN-URBANA (Ill.), NEWS-GAZETTE (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Evening only.
Sunday color comics carried.
Split Run Advertising: Evening only. Every-other Paper thru 24 pages.
Advs. Not Accepted: Liquor (Sunday only).
Special Editions: Dollar Day (Jan.); Spring Edition (Mar.); Cotton Ed. (Apr.); Baby Week (Apr.); Mothers Day (May); Straw Hat (May); Fathers Day (June); Dollar Day (Aug.); Back to School (Aug.); Shoe Edition (Sept.); Fall Opening Ed. (Sept.); Furniture Ed. (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas; Labor Day.
Syndicated Magazine Section Carried: Family Weekly Magazine.
Radio Station Affiliation: WDWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—T. O. White (sp); Bill Schrader
Editorial Writers—W. E. Hansen; E. Borman; W. J. Schmeizle; Harold Holmes
Farm—Tom Corcoran
Home Editor—Marion Ingersoll
Librarian—Rita Lucas
Photo. Dept. Mgr.—Joe Blessman
Radio-Television—Harold Holmes
Society—Grace Underwood

CHARLESTON (Ill.), COURIER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Harry Read
Picture Editor—Harry Read
Society—Florence Lacey

CHARLESTON (Ill.), NEWS (m ex Mon.).
Advs. Not Accepted: Liquor
Special Editions: School (Sept.); Christmas (Dec.).
No Editions: Normal National Holidays; New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jack A. Rardin
Columnists—Jack A. Rardin; John B. Rardin; Claude S. Rardin
Editorial Writers—Jack A. Rardin
Photo. Dept. Mgr.—Shirley Tremble
Society—Claudine Mason

CHICAGO (Ill.), THE CHICAGO AMERICAN (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Misleading or extravagant claims; medical cures.
Special Editions: Cooking Guide (Nov.); Business Review (Jan.); Automobile (Jan.).
No Editions: New Years; July 4th; Christmas.
Print Own Magazine: Yes, (Rotogravure)
Syndicated Magazine Section Carried: American Weekly and Puck Comics
Food and/or Household Dept.: Food column daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H.D. Wilson
Business-Financial—T. G. Michelmore
Church—S. B. Pieza
Columnists—N. L. Gross; H. N. Bundesen; Warren W. Brown; George Murray; E. E. Tucker
Credit Mgr.—M. L. Lathy
Editorial Writer—R. R. Knotts
Farm—Leland L. Chesley
Fashion—Bette Woods
Food—Dorothy Thompson
Garden—William C. Blaesing
Librarian—A. G. Wykel
Motion Picture—Ann Marsters
Music-Theatrical—Roger C. Dettmer
Personnel Mgr.—J. LaFavre
Photo. Dept. Mgr.—A. C. Berardi
Picture Editor—Vern Whaley
Radio-Television—Janet Kern
Real Estate—J. F. Bolger
Travel—H. H. Beck

CHICAGO (Ill.), DAILY CALUMET (e)
Special Editions: Christmas (Dec.); Spring (Mar.); Fall (Nov.).
No Editions: Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman Dean Brodie
Book—Anne Haines
Business-Financial—Norman Dean Brodie

(Continued on Page 186)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from Page 185)

CHICAGO (Ill.), DAILY CALUMET—Cont'd

Church—Robert L. Nelson
Columnists—Augie Ruf; J. C. Milliken
Credit Manager—Oscar Johanson
Editorial Writer—Robert Nelson
Education—Genevieve Harris
Fashion—Genevieve Harris
Food—Genevieve Harris
Garden—Genevieve Harris
Librarian—Isabelle Plack
Motion Picture-Theatrical—Genevieve Harris
Personnel Manager—Oscar Johanson
Picture Editor—John Gaspar
Real Estate—John Gaspar
Society—Genevieve Harris

CHICAGO (Ill.), DEFENDER (m)
Run-of-Paper Color Advs.: 3 colors.
Special Editions: Automotive (Jan.); Brotherhood (Feb.); Easter (Apr.); Bud Billiken (Childrens') (Aug.); Labor Day (Sept.); Home Service (Oct.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles A. Davis
Book—Audrey Weaver
Cartoonist —Chester Commodore
Church—Rev. Richard Keller
Editorial Writers—Louis E. Martin; Enoc P. Waters, Jr.; Metz T. P. Lochard
Education—Lee Blackwell
Fashion—Marion Campfield
Food—Marion Campfield
Librarian—Alice Ottley
Motion Pictures-Theatrical—Al Monroe
Music—Theodore Charles Stone
Personnel Mgr.—Bertram Pratt
Photo. Dept. Mgr.—Herman Rhoden
Picture Editor—Meredith Johns
Radio-Television—Al Monroe
Real Estate—Bolin V. Bland
Society—Marion Campfield

CHICAGO (Ill.), NEWS (e)
Saturday color comics carried.
Run-of-Paper Color Advs.: One and black-all days. Full Color Advs.: Thurs.
Split Run (Sectional) Advertising Geographically: Thursday.
Special Editions: Annual Business Review (Jan. 2, 3,4); Auto Show Number (Jan. 4); Mid-Winter Travel (Jan. 11); Spring Fashion Section (Mar. 11); Spring Travel (Apr. 19); Summer Travel (June 7); St. Lawrence Seaway (June 26); Mid-Year Savings & Loan (June 27); Fall Fashions (Sept. 9); International Travel (Nov. 1); Christmas Gift Guide (Nov. 29); Winter Travel (Dec. 6); Year-End Savings & Loan (Dec.26).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: W. I. N. D.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James S. Lewis
Aviation—James S. Lewis
Book—Van Allen Bradley
Business-Financial—Edward Kandlik
Cartoonist—Cecil Jensen
Church—David Meade
Columnists—Sydney J. Harris; Tony Weitzel; Edan Wright; Jack Mabley
Credit Mgr.—Norman L. Walgren
Editorial Writers—A. T. Burch; John Johnston; Fred Pannwitt; Van Allen Bradley
Education—Helen Fleming
Farm—George Thiem
Fashion—Peg Zwecker
Food—Isabel DuBois
Librarian—Thomas Sayers
Motion Picture-Theatrical—Samuel Lesner; Sydney J. Harris
Music—Donald Henahan
Photo. Dept. Mgr.—Alden Brown
Picture Editor—Joseph Mann
Radio-Television—Ethel Daccardo
Real Estate—Albert Jedlicka Jr.
Travel—Lucia Lewis

CHICAGO (Ill.), SUN-TIMES (m) (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 4 colors. Morning & Sun. in issues up to 80 pages.
Split Run Advertising: Every-other Paper.
Special Editions: Travel (Jan., Feb., Apr., May, June, July, Nov., Dec.); Business Review (Jan.); Auto Show (Jan.); Brides-Roto (Mar.); Spring Home Preview (May); Modern Living (Apr.); Autumn Home Review (Sept.); Back to School Fashions (Aug.); Christmas Gift-Roto (Dec.); Furniture & Home Furnishings-Roto (May); Savings & Loan Associations-Roto (Dec.); Boat Show (Feb.); Dairy (June); Foreign Cars-Roto (May).
Magazine Sections Carried: Parade; Midwest; TV Preve.
Group Membership: Metropolitan.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stewart Ramsey
Book—Herman Kogan
Business-Financial—Edwin Darby
Cartoonist—Jacob Burck
Church—Dolores McCahill
Columnists—Irv Kupcinet; Herb Graffis; John Dreiske; Mike Connolly; Gene Kessler; Ann Landers; Tom Molloy
Credit Mgr.—H. A. Taylor
Editorial Writers—Robert E. Kennedy; Gerard Robichaud
Education—Ruth Dunbar
Fashion—Jean Krueger
Food—Martha Reynolds
Garden—James Burdett
Librarian—Virginia McEachern
Motion Picture-Theatrical—Doris Arden; Herman Kogan
Personnel Manager—J. H. Edmonds
Photo Dept. Mgr.—Ralph Frost
Picture Editor—Maury Falstein
Radio-Television—Robert Vanderpoel
Travel—Wade Franklin
Society—Mary Dougherty

CHICAGO (Ill.), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically Thursday & Sunday; Every-other Paper daily & Sunday.
Advs. Not Accepted: some medical; fortune tellers.
Special Editions: Annual Business Review (m); Four Resort & Travel Editions (S).
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; First 3 Markets Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGN.
Television Station Affiliation: WGN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Foust
Aviation—Wayne Thomis
Book—Frederic Babcock
Business-Financial—Philip Hampson
Cartoonists—Carey Orr; Joseph Parrish; Daniel Holland
Church—Richard Philbrick
Columnists—Delos Avery; Sheila Daly; John T. McCutcheon, Jr.; Ruth McKay; Lucy Miller; David Condon; Herb Lyon; Adaline Starr
Credit Mgr.—C. S. Hogarth
Editorial Writers—Leon Stolz; George Morgenstern; Alfred Ames; Carl Wiegman
Education—Richard Philbrick
Farm—Richard T. Orr
Fashion—Eleanor Nangle
Food—Mary Meade
Garden—Art Kozelka
Librarian—Charles Smutny
Motion Picture—Anna Nangle
Music—Claudia Cassidy
Photo. Dept. Mgr.—Al Madsen
Picture Editor—Walter Willey
Radio-Television—Larry Wolters
Real Estate—E. B. Fuller
Travel—Wm. Yates

CHICAGO(Ill.), THE WALL STREET JOURNAL (Midwest Edition) (m)
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick; John F. Bridge
Librarian—Florence Wagner

CLINTON (Ill.), JOURNAL-PUBLIC (e)
No Editions: New Years; Christmas; Thanksgiving; Labor Day; July 4th; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Helen Craven
Editorial Writers—Margaret Peltz

DANVILLE (Ill.), COMMERCIAL-NEWS (e) (S)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Farm Bureau Edition (Jan.); Dollar Day (Feb.); Graduation (May); Clean Up-Paint-Up-Fix Up (May); Farm Safety Edition (June); Good Neighbor Days (July); Back to School Edition (Aug.); Dollar Day (Aug.); National Home Week Edition (Sept.); Fire Prevention Week (Oct.); Santas Good Neighbor Days (Oct.); Gifts for the Home Furniture Ed. (Nov.); Christmas Gift Day (Dec.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & Household Page on Wednesdays.
Radio Station Affiliation: WDAN.
Television Station Affiliation: WDAN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Gagie
Book—M. J. Gagie
Business-Financial—M. J. Gagie
Church—Frank Williams
Columnists—Robert Wright; Regina LePage; William Houpt
Editorial Writers—M. J. Gagie; Merrill Faulk
Education—George Burow
Farm—Merrill Faulk
Fashion—Mrs. Marie Hutton
Food—Mrs. Marie Hutton
Garden—Berneice Franklin
Librarian—Norma Libert
Motion Picture-Theatrical—Lloyd Combs
Photo. Dept. Mgr.—Robert Wittig
Picture-Editor—Robert Wright
Radio-Television—Joe Townsley
Society—Mrs. Marie Hutton

DECATUR (Ill.), HERALD (m); REVIEW (e); HERALD & REVIEW (S)
Sunday color comics carried.
Special Editions: Fashion (Feb. & Sept.).
Food and/or Household Dept.: Household page daily except Sun.; Food Wed. & Thurs.
Group Membership: Ilinois Color Comic Group; Central Illinois Group.
Radio Station Affiliation: WSOY.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. M. Painter

DeKALB (Ill.); CHRONICLE (e)
No Editions: New Years; Decoration Day; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. F. Raymond
Editorial Writer—Robert F. Greenaway

DIXON (Ill.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 4 colors daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Home Show (Apr.); High School (June); Back to School (Aug); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Market Assn; Inland Daily Press Assn.
Food and/or Household Dept: Food section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clifford Coughlin
Columnist—Clifford Coughlin
Photo. Dept. Mgr.—Mrs. Ethel Buchner
Society—Beverly Strouss

EAST ST. LOUIS (Ill.), JOURNAL (e) (S)
Sunday color comics carried.
Special Editions: Bldg. Edition (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Color Comic Group.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Harold Keller

EDWARDSVILLE (Ill.), INTELLIGENCER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Everett L. Myers over all departments.

EFFINGHAM (Ill.), NEWS (e)
Special Editions: Farm-Fair Edition (Aug.); Year-End-Progress (Dec.).
No Editions: Memorial Day; Labor Day; July 4th; Christmas; New Years; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Franklin Dooling
Business-Financial—Franklin Dooling
Editorial Writers—F. F. McNaughton; Joe E. McNaughton; John McNaughton; Frank Dooling
Farm—Marge Schuch
Fashion—Elna Jackson
Food—Franklin Dooling
Radio-Television—Marie Pike
Society—Elna Jackson

ELGIN (Ill.), COURIER-NEWS (e)
Special Editions: Auto Show (Jan.); Graduation (May); Back to School (Aug.); Christmas Gift (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas; Memorial Day.
Food and/or Household Dept.: Daily food column; household features Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Kendall White
Editorial Writer—C. Raymond Long
Farm—Arthur Johnson
Fashion—Irene Miller
Librarian—June Ross
Music—Frank Sorn
Photo. Dept. Mgr.—Alex Clark
Picture Editor—John Eshelman
Radio-Television—John Eshelman

FLORA (Ill.), NEWS-RECORD (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); New Years (Dec.).
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day; Veterans Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Earl Wood
Garden—G. Earl Wood
Oil—G. Earl Wood
Real Estate—G. Earl Wood
Society—Pauline J. Colborn

FREEPORT (Ill.), JOURNAL-STANDARD (e)
Special Editions: Building (May); Fair (Aug.); Fashions (Apr. & Sept.).
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Taylor
Book—E. Yager
Church—Grace Barnett
Editorial Writer—D. L. Breed
Education—E. Yager
Fashion—Olga Carlile
Food—Olga Carlile
Motion Picture-Theatrical—Grace Barnett
Photo. Dept. Mgr.—Heinz Vaterlaus
Picture Editor—Ford Fuller
Radio-Television—Grace Barnett
Society—Olga G. Carlile

GALESBURG (Ill.), REGISTER-MAIL (e)
Special Editions: Spring Opening (Mar. or Apr.); Fall Opening (Sept. or Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food section Thurs.
Radio Station Affiliation: WGIL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Clay
Book—M. H. Eddy
Business-Financial—Charles M. Morrow
Cartoonist—Henry Clay
Church—Emil Dalberg
Columnists—Isabelle Jennings; M. H. Eddy
Editorial Writers—Charles M. Morrow; M. H. Eddy
Education—M. H. Eddy
Farm—Henry Clay
Fashion—Isabelle Jennings
Food—Isabelle Jennings
Garden—Henry Clay
Motion Picture-Theatrical—M. H. Eddy
Music—M. H. Eddy
Photo. Dept. Mgr.—Charles Morrow
Picture Editor—Dale Humphrey
Radio-Television—Leo Sullivan
Society—Isabelle Jennings

HERRIN (Ill.), SOUTHERN ILLINOISAN (See Carbondale listing)

HOOPESTON (Ill.), CHRONICLE-HERALD (e ex. Sat)
Special Editions: Sweet Corn Festival (Sept.); Farm City Day (Mar.); Dollar Days (Feb.-Aug.).
No Editions: July 4th; Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Frank R. Mills; Cary Clive Burford; James Sedgwick

JACKSONVILLE (Ill.), JOURNAL (m); COURIER (e); JOURNAL AND COURIER (S)
Advs. Not Accepted: Mail order
Annual Special Editions: Cooking School (Mar.)
No Editions: New Years; July 4; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WLDS-AM WLDS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. A. Fay (m)
Editorial Writers—W. L. Fay (m) (S); B. B. Ridgway (e)
Fashion—M. L. Hempel (m)
Food—M. L. Hempel (m)
Photo. Dept. Mgr.—C. Tendick (m) (S)
Travel—R. A. Fay (e)
Society—M. L. Hempel (m) (S)

JOLIET (Ill.), HERALD-NEWS (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. except Thurs. and Fri.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Jan. 1); Farm Edition (Feb. & Aug.); Bldg. Supply (Monthly ex. Aug.); Fashion (Spring & Fall).
No Editions: Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Thorne
Columnists—Jack Thorne; Dan Albrecht; Don Merwin; Bob Cary.
Editorial Writers—John F. Lux; Dan Albrecht
Fashion—Joan Thorpe
Food—Joan Thorpe
Garden—Joan Thorpe
Motion Picture-Theatrical—Jack Thorne
Radio-Television—Jack Thorne
Society—Joan Thorpe

KANKAKEE (Ill.), JOURNAL (e) (S)
Sunday color comics carried.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WKAN
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maynard Benshausen
Church—Maynard Benshausen
Columnists—Gilbert Brenner; Herbert Jannusch; Mary Jean Houde
Editorial Writer—Ed. Shipley
Farm—Joseph Larson
Food—Mary Jean Houde
Librarian—Alicia Christiansen
Photo. Dept. Mgr.—Robert Bydalek
Picture Editor—Ed Shipley
Radio-Television— Robert Finan
Society—Mary Jean Houde

KEWANEE (Ill.), STAR COURIER (e)
Run-of-Paper Color Advs.: Up to 1 color. Thurs. and other days according to press capacity.
Special Editions: Dollar Day (Feb. and Aug.); Christmas (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. G. Moriarity
Aviation—James Rawlings
Book—Norma Blewett
Business-Financial—Emil Anson
Church—Norma Blewett
Columnist—G. G. Moriarity
Editorial Writer—C. R. Ketridge
Education—G. G. Moriarity
Farm—G. G. Moriarity
Fashion—Norma Blewett
Food—Norma Blewett
Garden—Darlene Nelson
Librarian—Norma Blewett
Motion Picture-Theatrical—Norma Blewett
Music—Norma Blewett
Photo. Dept. Mgr.—Roger Smith
Picture Editor—G. G. Moriarity
Radio-Television—Norma Blewett
Real Estate—G. G. Moriarity
Travel—Norma Blewett
Society—Norma Blewett

LaSALLE-PERU-OGLESBY (Ill.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 3 color. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.

LINCOLN (Ill.), COURIER (e)
No Editions. New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Mayer
Aviation—Wm. Sparling
Business-Financial—John L. Nugent
Church—O. E. Werth
Columnist—Allyne V. Nugent
Editorial Writers—Allyne V. Nugent; John L. Nugent
Farm—R. McClellan
Fashion—L. M. Wertheim
Food—Mabel Musick
Librarian—Albertha Koller
Motion Picture-Theatrical—David Emery
Music—Ken Goodrich
Photo. Dept. Mgr.—Bob Liter
Radio-Television—D. Emery
Travel—L. Wertheim
Society—Mabel Musick

LITCHFIELD (Ill.), NEWS-HERALD (e)
Special Editions: Dollar Days (Feb.-Aug.); Christmas (Nov.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—A. G. Kleinbeck
Address all editorial correspondence to John P. Hanafin.

MARION (Ill.), REPUBLICAN (e)
Advs. Not Accepted: Hard liquor—beer & wines only.
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Audrey Lockhart
Aviation—F. Cornwell
Book—Oldham Paisley
Business-Financial—O. Paisley
Church—H. Butler
Editorial Writer—Oldham Paisley
Fashion—Annetta Paisley
Food—Annetta Paisley
Photographer—Don Phillips
Radio-Television—F. Cornwell
Real Estate—Don Phillips
Travel—O. Paisey
Society—Annetta Paisley

MARSEILLES (Ill.), PRESS (e)
Special Editions: Christmas (Dec.).
No Editions: Thanksgiving; Christmas; New Years; Labor Day; Memorial Day.

(Continued on Page 188)

1950

1957

Power... to get action ... to move people ... to sell goods

THE CHICAGO DAILY NEWS

is the only Chicago paper ever to have won the Pulitzer Prize for Disinterested and Meritorious Public Service . . . and the Daily News has won this coveted award twice in the past seven years

USE THE POWER OF THE "NEWS" IN CHICAGO

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from Page 186)

MATTOON (Ill.), JOURNAL-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color and black, back page daily.
Special Editions: Dollar Days (Feb. & Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: daily food page, weekly building page, weekly school page; weekly farm page.

MOLINE (Ill.), DISPATCH (e)
Split Run Advertising. Every-other Paper.
Special Editions: Year End (Dec.); Auto Show (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Food, Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Thompson
Aviation—Jack Sundine
Columnists—Fred A. Klann; John Warren; Jim Dix; Elizabeth McCarthy; Mabel Weise
Credit Manager—Ralph J. Wilson
Editorial Writer—Jack Sundine
Education—James Dix
Farm—Clifford Lant
Fashion—Carla Reynolds
Food—Mabel Weise
Garden—Mabel Weise
Librarian—Florence Hopkins
Motion Picture-Theatrical—George Golson
Music—Bill McElwain
Photo. Dept. Mgr.—John A. Mills
Picture Editor—Duke Woods
Radio-Television—Carla Reynolds
Society—Nannette Carter

MONMOUTH (Ill.), REVIEW ATLAS (e)
Advs. Not Accepted: Alcoholic beverage; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. R. Moffet
Aviation—Ralph Eckley
Book—V. L. Moffet
Business-Financial—V. L. Moffet
Education—R. B. Eckley
Farm—R. B. Eckley
Fashion—Phyllis Fusch
Food—D. R. Moffet
Garden—L. A. Ryan
Librarian—D. Scholer
Motion Picture-Theatrical—V. L. Moffet
Music—T. M. Hamilton
Photo. Dept. Mgr.—V. L. Moffet
Picture Editor—V. L. Moffet
Radio-Television—D. R. Moffet
Real Estate—V. L. Moffet
Travel—V. L. Moffet
Society—Phyllis Fusch

MORRIS (Ill.), HERALD (e)
No Editions: New Years; Christmas; July 4th; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Thomas E. West.

MT. CARMEL (Ill.), REPUBLICAN-REGISTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

MURPHYSBORO (Ill.), SOUTHERN ILLINOISAN (See Carbondale listing)

OLNEY (Ill.), MAIL (e)
Special Editions: Dollar Day (Feb. & July); Seasonal Fashions.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.

OTTAWA (Ill.), REPUBLICAN-TIMES (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: Building Progress Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert Hames
Church—Miss Eliza Barkshire
Columnists—C. C. Tisler; J. Ray Beffel
Editorial Writer—Herb Hames
Farm—C. C. Tisler
Fashion—Helen Copeland
Food—Miss Eliza Barkshire
Garden—Helen Copeland
Society—Helen Copeland

PEKIN (Ill.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thursday.
Advs. Not Accepted: Liquor, accept beer & wine.
Annual Special Editions: New Years (Dec. 31); Spring Fashions (before Easter); Fall Fashions (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Shirley Coffey
Editorial Writers—F. F. McNaughton; John T. McNaughton
Farm—Paul Ketcham
Fashion—Irene Quevy
Food—Marie Lewes; Irene Quevy
Photo. Dept. Mgr.—Lee Cheneler
Picture Editor—Lee Cheneler
Radio-Television—Marie Lewis
Society—Irene Quevy

PEORIA (Ill.) JOURNAL STAR (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
No Editions: Christmas
Magazine Section Carried: Parade.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—George Triff
Cartoonist—Les Immel
Columnists—Gomer Bath (m) (S); Sidney Baldwin (m); Evabeth Miller (m); William Little (e); George Magenheimer (S); Joclyn Gerry (S)
Credit Mgr.—A. L. Jilly
Editorial Writers—Gomer Bath; Jerry Klein; F. George Magenheimer
Education—Arthur Andrews (m); William Little (e)
Fashion—Ellen Derges (m); Sara Haskins (e)
Food—Sara Haskins
Librarian—Mary Jo Hatfield
Motion Picture-Theatrical—Evabeth Miller (m)
Music—Evabeth Miller (m) (S)
Photo. Dept. Mgr.—Ted Newberg
Picture Editor—Ted Newberg
Radio-Television—William Lyttleton
Society—Ellen Derges (m); Sara Haskins (e)

PONTIAC (Ill.), LEADER (e)
Special Editions: Dollar Days (Feb., Aug.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

QUINCY (Ill.), HERALD-WHIG (e) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily ex. Sun & Thurs.
Advs. Not Accepted: Dishonest or harmful.
No Editions: Jan. 1; July 4; Labor Day; Christmas.
Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WGEM
Television Station Affiliation: WGEM-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—A. R. Higgins; Don S. Kesler

ROBINSON (Ill.), DAILY NEWS (e)
Daily color comics carried.
Special Editions: Spring Fashion (Apr.); Dollar Day (Feb.); Dollar Day (Aug.); Back-to-School (Aug.); Fall Festival (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Irene Flannery
Credit Manager—Marion Gideon
Photo. Dept. Mgr.—Nan Friedricks
Society—Joann Smith

ROCKFORD (Ill.), STAR (m) (S); REGISTER-REPUBLIC (e)
Sunday color comics carried.
Run-of-Paper Color Advs.: 3 color and black
Radio Station Affiliation; WROK.
DEPARTMENTAL EDITORS and/or MANAGERS
Business Financial—C. H. Nelson (m) (s); Rex Karney (e)
Church—Oliver Cremer (m) (S)
Columnists—John W. Grimes; C. H. Nelson (m) (S)
Credit Mgr.—J. R. McDaniel
Editorial Writers—Howard Blomberg (m) (S); Wayne E. Phillips (e)
Farm—John P. Scholler (m) (S)
Fashion—Robert Heck (m) (e) (S)
Food—Isadora Nelson (m) (e) (S)
Motion Picture-Theatrical—Isadora Nelson (m) (S); Robert Monahan (e)
Music—Mollie Grimes (m) (e) (S)
Personnel Mgr.—Upton E. Bartlett
Photo. Dept. Mgr.—Fred F. James (m) (e) (S)
Radio-Television—William H. Klusmeier (m) (e) (S)
Travel—C. H. Nelson (m) (S); Rex Karney (e)
Society—Robert Heck (m) (e) (S)

ROCK ISLAND (Ill.), ARGUS (e)
Split Run Advertising: Every-other Paper.
Special Editions: Year End. (Dec.); Auto Show (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHBF
Television Station Affiliation: WHBF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn L Ash
Aviation—Lynn L. Ash
Book—J. W. Ramsey
Business-Financial—C. W. Bleuer
Church—Fern Davis
Columnists—George R. Smith; J. W. Ramsey; William V. Kinney
Editorial Writers—J. W. Ramsey; William V. Kinney; Lynn L. Ash; G. R. Smith
Education—Dean Collins
Farm—Charles E. Hallam
Fashion—Fern Davis
Food—Fern Davis
Garden—Kenneth K. Brandt
Librarian—Carol Morgan
Motion Picture-Theatrical—Robert Lucken
Music—Fern Davis
Personnel Mgr.—E. F. Burpee
Photo. Dept. Mgr.—Sam Bjorkman
Picture Editor—George R. Smith
Radio-Television—Charles Sanders
Real Estate—Kenneth K. Brandt
Travel—Lynn L. Ash
Society—Fern Davis

SAVANNA (Ill.), TIMES-JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Florence Shipley
Editorial Writer—Paul C. Allen
Photo. Dept. Mgr.—Paul C. Allen
Picture Editor—Paul C. Allen
Society—Jeanette Gillespie

SPRINGFIELD (Ill.), JOURNAL (m); REGISTER (e); JOURNAL & REGISTER (S)
Sunday color comics carried.
Run-of-Paper Color Advs: Up to 4 colors. Almost every day.
Special Editions: Christmas (Nov.); Year-End (Dec.); Pictorial (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Henkes
Columnists—J. Emil Smith (m); V. Y. Dallman (e) (S); F. S. Haynes (e) (S)
Editorial Writers—Virgil Tipton (m); V. Y. Dallman (e) (S)
Librarian—Mary C. Collins
Motion Picture-Theatrical—Wayne Allen
Photo. Dept. Mgr.—Charles Bilyeu

STERLING (Ill.), GAZETTE (e)
Run-of-Paper Color Advs.: Black and 1 color. Daily, except Sun.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm and Farm Bureau (Feb.); Builders (Mar.); Spring & Fall Fashion (Mar; Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Preston F. Grandon; Robert J. Unzicker; Harry E. Kidd
Editorial Writer—Preston F. Grandon
Farm—Tom Unzicker
Society—Wilda Adams

STREATOR (Ill.), TIMES-PRESS (e)
Special Editions: Automobile Show (March).
No Editions: Christmas; New Years; December Day; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Godfrey
Business-Financial—J. R. Fornof
Editorial Writer—J. R. Fornof
Farm—L. Kennedy
Fashion—B. Gardner
Food—Nancy Lee
Photo. Dept. Mgr.—H. McDonald
Society—B. Gardner

TAYLORVILLE (Ill.), BREEZE-COURIER (e)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Christmas (Dec.); First Baby (Dec.); County Fair (July).
No Editions: Veterans Day; Labor Day; Christmas; Thanksgiving; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Hixenbaugh
Aviation—James F. Cooper
Book—James F. Cooper
Business-Financial—James F. Cooper
Church—James F. Cooper
Credit Mgr.—Eugene Sears
Editorial Writer—James F. Cooper
Education—James F. Cooper
Farm—James F. Cooper
Fashion—James F. Cooper
Food—James F. Cooper
Garden—James F. Cooper
Librarian—James F. Cooper
Motion Picture-Theatrical—Harold Hixenbaugh
Music—Harold Hixenbaugh
Personnel Mgr.—James F. Cooper
Picture Editor—James F. Cooper
Real Estate—James F. Cooper
Travel—James F. Cooper
Society—James F. Cooper

WATSEKA (Ill.), IROQUOIS COUNTY TIMES (e)
Daily color comics carried.
Special Editions: Basket Ball (Jan.); 8 Day (Feb.-Aug.); Thanksgiving (Nov.); Christmas (Dec.); New Years Day; Iroquois County Farmer (monthly); Super Shopping Mart (monthly 11,600 circ.).
No Editions: December Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cloyce K. Nichols
Book—Mrs. A. A. Allegretti
Church—Cloyce K. Nichols
Credit Mgr.—Mrs. A. A. Allegretti
Editorial Writers—Cloyce K. Nichols; Anthony A. Allegretti; Mrs. A. A. Allegretti; Leslie Stansbury
Farm—Cloyce K. Nichols
Fashion—Eva Bess Nichols
Food—Eva Bess Nichols
Garden—Cloyce K. Nichols
Librarian—Mrs. A. A. Allegretti
Photo. Dept. Mgr.—Anthony A. Allegretti
Picture Editor—Cloyce K. Nichols
Radio-Television—Cloyce K. Nichols
Society—Eva Bess Nichols

WAUKEGAN (Ill.), NEWS-SUN (e)
Run-of-Paper Color Advs.: Up to 3 colors, Mon., Wed. & Fri; one color and black, Tues. & Fri.
Special Editions: Spring Fashion (Mar.); Annual Building (Apr.); Fall Fashion Section (Aug.)
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Daily articles.
Radio Station Affiliation: WKRS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Crawford
Aviation—George Crawford
Book—Mrs. Margaret Searing
Business-Financial—R. A. Kennedy
Cartoonist—Don Moore
Church—Mrs. Margaret Searing
Columnists—George Crawford; William Stuart; Ross Game
Editorial Writers—George Crawford; F. Ward Just
Education—George Crawford
Farm—George Rinehart
Fashion—Mrs. Margaret Searing
Food—Ross Game
Garden—Howard Luckritz
Librarian—Mrs. Doris Paizer
Motion Picture-Theatrical—Ross Game
Music—Ross Game
Photo. Dept. Mgr.—James McNeany
Picture Editor—George Crawford
Radio-Television—Mrs. Doris Paizer
Real Estate—Roland Kennedy
Travel—Roland Kennedy
Society—Mrs. Margaret Searing

WEST FRANKFORT (Ill.), AMERICAN (e)
Advs. Not Accepted: Wine and liquor.
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving.

WHEATON (Ill.), DAILY JOURNAL (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Mrs. Phyllis McCall

INDIANA

ANDERSON (Ind.), HERALD (m) (S); BULLETIN (e)
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food section Thurs. (e) and Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Lortz (m); Margaret Horton (e)
Aviation—Thamar Vermillion (m); Robert Quinn (e)
Book—Thamar Vermillion (m); Margaret Horton (e)
Business-Financial—Lee Lortz (m); Robert Quinn (e)
Church—Ralph Byers (m); Robert Quinn (e)
Columnists—Thom Gephardt & William Wade (m);

concentrated around Peoria

A BILLION BUYING DOLLARS

In 13 counties clustered around Peoria, the spendable income of over half a million consumers tops $1,128,500,000. This is the market reached by the 100,000-plus circulation of the ***Peoria Journal Star.*** *Nucleus is Metropolitan Peoria, (1st in Illinois except Chicago) where Journal-Star circulation-to-homes is 94.2%.*

Peoria Journal Star

affiliated with WTVH • Ward-Griffith Co., National Reps.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ANDERSON (Ind.) HERALD & BULLETIN—Cont'd
H. M. Kennedy (e); Byron E. Louiso (e)
Credit Mgr.—R. A. Reed
Editorial Writers—Thom Gephardt (m); H. M. Kennedy (e)
Education—Jack Byrne (m); Margaret Horton (e)
Farm—Melvin Dixon (m); L. Floyd Schuyler (e)
Fashion—Jane Heritage (m); Margaret Norton (e)
Food—Jane Heritage (m); Margaret Horton (e)
Garden—Thamar Vermillion (m); L. Floyd Schuyler (e)
Librarian—Thamar Vermillion (m); Jo Ann Bronnenberg (e)
Motion Picture-Theatrical—Paul Lane (m); Margaret Horton (e)
Music—William Wade (m); Margaret Horton (e)
Personnel Mgr.—Robert E. Jackson
Photo. Dept. Mgr.—F. Herbert Johnson
Picture Editor—Thamar Vermillion (m); Gene Bock (e)
Radio-Television—Paul Lane (m); Jo Ann Bronnenberg (e)
Real Estate—Thamar Vermillion (m); Robert Quinn (e)
Travel—Floyd Schuyler (m); Jo Ann Bronnenberg (e)
Society—Jane Heritage (m); Marilyn Daugherty (e)

ATTICA (Ind.), LEDGER-TRIBUNE (e ex. Sat.)
Split Run Advertising: Geographically.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Don M.

BEDFORD (Ind.), TIMES-MAIL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Wed. and Fri.
Special Editions: Spring Opening (Mar.); Back to School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Four times a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joyce Todd
Credit Mgr.—Paul Kern
Editorial Writers—Stewart Riley; Ray Snapp
Farm—Claude Parsons
Food—Joyce Todd
Home Builder's—Al Brewester
Society—Joyce Todd

BICKNELL (Ind.), NEWS (e)
Special Editions: Fair Edition (Aug.); Christmas Shopping Edition (Nov.); Christmas Greeting Edition (Dec.).
No Editions; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Avenell Powell
Business-Financial—Mrs. Avenell Powell
Church—Mrs. Avenell Powell
Editorial Writer—James R. Murray
Education—Mrs. Avenell Powell
Farm—James R. Murray
Fashion—Mrs. Avenell Powell
Food—Mrs. Avenell Powell
Garden—Mrs. Avenell Powell
Librarian—Mrs. Avenell Powell
Motion Picture-Theatrical—Mrs. Avenell Powell
Radio-Television—Mrs. Avenell Powell
Travel—Mrs. Avenell Powell
Society—Mrs. Avenell Powell

BLOOMFIELD (Ind.), WORLD (e)
No Editions: 5 Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—William C. Miles
Editorial Writer—John A. Watkins
Society—Margaret Hudson

BLOOMINGTON (Ind.), HERALD-TELEPHONE (e)
Run-of-Paper Color Advs.: 1 color. Any day except Thursday.
Advs. Not Accepted: Class; help wanted.
Special Editions: Cooking School (Mar.).
No Editions: Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Wm. Oakley
Church—Zo Jordan
Columnist—Lew Winkler
Editorial Writers—Bruce Temple; Stewart Riley
Education—Norman Tufford
Fashion—Lola Graham
Food—Lola Graham
Librarian—Bennett Reed
Photo. Dept. Mgr.—Richard Wiley

BLUFFTON (Ind.), NEWS-BANNER (e) (S)
Advs. Not Accepted: Alcholic beverages.
Special Editions: Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; Labor Day; July 4th; Thanksgiving; Christmas.

BRAZIL (Ind.), TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Veterans Day; Thanksgiving; Christmas.

COLUMBIA CITY (Ind.), POST (e); COMMERCIAL-MAIL (e)
Advs. Not Accepted: Liquor; Vending Machines.
Special Editions: Auto Show (Mar.); Dollar Day (Aug. & Feb.); Clearance (Jan. & July); Back-to-School (Aug.).
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Hogg
Church—Hester Adams
Credit Mgr.—Lucille Staples
Editorial Writer—Edwin Meitzler
Education—Hester Adams
Farm—Roger Metzger
Garden—Hester Adams
Librarian—Hester Adams
Personnel Mgr.—Mrs. John Q. Adams
Photo. Dept. Mgr.—Roger Metzger
Picture Editor—Roger Metzger
Society—Dora Belle Martz

COLUMBUS (Ind.), REPUBLICAN (e)
Run-of-Paper Color Advs.: 1 color, 1 day leeway.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-School (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas; July 4th; Thanksgiving; Labor Day; Memorial Day.
Food and/or Household Dept: Household Dept. (Tues).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Gordon
Aviation—Robert Marshall
Book—Ann Green
Business-Financial—Robert Gordon
Cartoonist—Oliver H. White, Jr.
Church—Opal Tellman
Columnists—Robert Gordon; Ann Green; Opal Tellman
Credit Mgr.—Tom Hamilton
Editorial Writer—Robert Gordon
Education—Robert Marshall
Farm—Opal Tellman
Fashion—Ann Green
Food—Ann Green
Garden—Marjory Peterson
Librarian—Barbara Good
Motion Picture-Theatrical—James Gilmore
Music—James Gilmore
Photo. Dept. Mgr.—Stewart Huffman
Picture Editor—Stewart Huffman
Radio-Television—Opal Tellman
Real Estate—Robert Marshall
Travel—Ann Green
Society—Ann Green

CONNERSVILLE (Ind.), NEWS-EXAMINER (e)
Run-of-Paper Color Advs.: Up to 2 colors daily.
No Editions: July 4th; Labor Day; Memorial Day; Christmas; Thanksgiving.
Radio Station Affiliation: WCNB AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George S. Tatman
Book—Candace Murray
Church—Mrs. Ruth Davis
Columnists—Arthur E. Neal; Candace Murray
Editorial Writers—Arthur Neal; Emmett Jackson
Education—Candace Murray
Farm—Dorothy Gray
Fashion—Carolyn Hopkins
Food—Carolyn Hopkins
Garden—Dorotny Gray
Librarian—Carolyn Hopkins
Motion Picture-Theatrical—Mrs. Ruth Davis
Music—Emmett Jackson
Radio-Television—Emmett Jackson
Real Estate—H. D. Gilliland
Travel—Carolyn Hopkins
Society—Carolyn Hopkins

CRAWFORDSVILLE (Ind.), JOURNAL-REVIEW (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Aug.); Fall Opening (Sept.); Homes Section (Sept.); Auto Show (Jan.).
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Addington Vance

DECATUR (Ind.), DEMOCRAT (e)
Advs. Not Accepted: Liquor.
Daily color comics carried.
Special Editions: Christmas Greetings (Dec.); Basketball (Feb.).
No Editions: New Years; Christmas; Labor Day; Decoration Day; July 4th. Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Dick Heller, Gen. Mgr.

ELKHART (Ind.), TRUTH (e)
Run-of-Paper Color Advs.: Up to 1 color
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WTRC
Television Station Affiliation: WSJV
DEPARTMENTAL EDITORS and/or MANAGERS
Church—address City Editor
Editorial Writer—Robert W. Schnuck
Farm—address City Editor
Fashion—address Shirley Tellander
Food—address Shirley Tellander
Radio-Television—Tom Stephenson
Society—address Shirley Tellander

ELWOOD (Ind.), CALL LEADER (e)
No Editions: Christmas; Thanksgiving; Labor Day; Memorial Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dorothy Durham

EVANSVILLE (Ind.), COURIER (m); PRESS (e); COURIER & PRESS (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May); Picnic Month (July); Recipe (June & Nov.); Christmas Greetings (Dec.); Oil Progress Week (Oct.); Home Show (May); Year End (Dec.).
Print Own Magazine: Local Sunday Tabloid "Sunday Look."
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Townsend (m); Ed Klingler (e); R. H. Kirkpatrick (S)
Aviation—Paul Townsend (m); Ed Klingler (e)
Book—Jeanne Suhrheinrich (m); Bish Thompson (e); Phil Jeffries (S)
Business-Financial—Paul Townsend (m); Ed Klingler (e) Phil Jeffries (S)
Cartoonists—Karl Kae Knecht (m); Larry Hill (e); Merrill Snethen (S)
Church—Suzanne Siems (m); Janice Besing (e)
Columnists—Dan Scism (m); Marie Horton Woods (m); Homer Bow (m); Joe Aaron (m); Bish Thompson (e); Dick Anderson (e); James Fraser

(Continued on Page 190)

Remarkable ROCKFORD
ILLINOIS
One of America's Most Important Markets!

Leads all Illinois Cities
(OUTSIDE CHICAGO)
in
1 SALES
2 BUYING INCOME
3 EMPLOYMENT

GROWTH HAS BEEN...
AND STILL IS...
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A RICH 13 COUNTY MARKET OF HALF A MILLION PEOPLE COVERED BY THE . . .

ROCKFORD MORNING STAR
Rockford Register-Republic
FULL COLOR PRESS FACILITIES

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

INDIANA—Cont'd

(Continued from Page 189)

EVANSVILLE (Ind.), COURIER—Cont'd

(S); Margaret Emrich (S)
Editorial Writers—Paul Ziemer (m); Earl Richert (e)
Education—Suzanne Siems (m); Mace Brodie (e)
Farm—Suzanne Siems (m); Fred Sievers (e); Charles Davis (S)
Fashion—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)
Food—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)
Garden—Martha McKenna (m); Harriet Jenner (e); R. H. Kirkpatrick (S)
Librarian—Lillian Partenheimer (m); Lucille Loewenkamp (e); Dorothy Reising (S)
Motion Picture-Theatrical—Jeanne Suhrheinrich (m); Ruth Ellen Thompson (e); Phil Jeffries (S)
Music—Jeanne Suhrheinrich (m); Ruth Ellen Thompson (e); R. H. Kirkpatrick (S)
Photo. Dept. Mgr.— Everett Brown (m); Byron Scott (e); Earl Finberg (S)
Picture Editor—Fred Foster (m); James Margedant (e) Earl Finberg (S)
Radio— Bernita Dougan (m); Sara Knight (e) Dorothy Reising (S)
Television—Bernita Dougan (m); Sara Knight (e) Dorothy Reising (S)
Real Estate—Paul Townsend (m); Ed Klingler (e)
Society—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)

FORT WAYNE (Ind.), JOURNAL-GAZETTE (m); NEWS-SENTINEL (e); JOURNAL-GAZETTE (S)
Run-of-Paper Color Advs.: 2, 3, 4 colors. Daily except Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Cook Book (June and Nov.); Home Bldg. Tabloid (Apr.); June Bride (May);
No Editions: Christmas evening.
Print Own Magazine: Yes. (Roto) (e).
Syndicated Magazine Section Carried: Parade (S).
Radio Station Affiliation: WGL. (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Lovett (e) (m) (S); Ernie Williams (e)
Aviation—Jerry Hudleston (m) (S); Martin Sullivan (e)
Book—Marjorie Barnhart (e)
Business-Financial—William Disbro (m) (S); Ernest Williams (e)
Cartoonist—William Sandeson (e)
Church—John MacLeod (m) (S); Mrs. Sharon Weaver (e)
Columnists—Cliff Milnor (m) (S); Clifford B. Ward (e); James Costin (e); Howard A. Tenny (e); Paul Gallmeier (e)
Credit Mgr.—M. L. Branning
Editorial Writers—Frank Roberts (m) (S); Herbert Miller (e)
Education—William Disbro (m) (S); Roger Doran (e)
Fashion—Dell Ford (m) (S); Sue Webber (e)
Food—Dell Ford (m) (S); Sue Webber (e)
Librarian—Ruthanna Frye (e)
Motion Picture-Theatrical—Clifford McIntyre (m) (S); Marjorie Barnhart (e)
Picture Editor—James Luecke (m) (S); Robert L. Manth (e)
Radio-Television—Jean Mack (m) (S); Mortin Sullivan (e)
Society—Dell Ford (m) (S); Sue Webber (e)

FRANKFORT (Ind.), TIMES (m)
Special Editions: Back-to-School (Aug.); Christmas (Nov.).
No Editions: New Year's; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bill Potter
Farm—Carl Moreland
Motion Picture-Theatrical—Bill Potter
Radio-Television—Bill Potter
Society—Helen Toeppe

FRANKLIN (Ind.), STAR (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty McCaslin
Columnists—Allan R. Hass; John J. Bowman
Editorial Writer—Allan R. Hass
Farm—Allan R. Hass
Society—Mary Belle Harris

GARY (Ind.), POST-TRIBUNE (e) (S)
Run-of-Paper Color Advs.: 1 color.Daily.
Split Run Advertising: Every-other Paper.
Magazine locally edited: Panorama (S)
No Editions: 6 major holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Dault
Aviation—Arnold Coons
Book—Mrs. H. B. Snyder
Business-Financial—Arnold Coons
Church—Janet Burton
Columnists—Edgar Mills; Jack Parry; Norman Werry
Credit Mgr.—Jack T. Snyder
Education—Art Todd
Farm—Eugene Borden
Food—Janet Burton
Garden—Jerrie Atkins
Librarian—Cora Pripps; Nell Gruel
Photo. Dept. Mgr.—Herb Lukman
Picture Editor—Michael Tzouanakis
Real Estate—Terry O'Rourke

GOSHEN (Ind.), THE GOSHEN NEWS (e)
Run-of-Paper Color Advs.: Up to 5 colors.
Advs. Not Accepted: Liquor
No Editions: Christmas; New Years; July 4th; Decoration Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale Peffley
Aviation—Lee H. Summy
Church—Mrs. Robert Garringer
Editorial Writer—Roscoe C. Lehman
Farm—Norman Schweikart
Fashion—Mrs. Vernon Chapman
Food—Mrs. Vernon Chapman
Motion Picture-Theatrical—Mrs. Robert Garringer
Photo. Dept. Mgr.—Melvin Troyer
Society—Mrs. Vernon Chapman; Miss Sue Coczi

GREENFIELD (Ind.), REPORTER (e)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Spencer
Aviation—R. B. Spencer
Book—Dale Spencer
Business-Financial—Dale Spencer
Church—M. E. Glascock
Editorial Writer—Dale Spencer
Education—Mary E. Crider
Farm—Dale Spencer
Fashion—Mary E. Crider
Garden—Dale Spencer
Music—Violet Brown
Photo. Dept. Mgr.—Ralph Duncan
Society—Mary E. Crider

GREENSBURG (Ind.), NEWS (e)
Advs. Not Accepted: Liquor, palm reading, etc.
Special Editions: Spring, Easter (Mar.); County Fair (July); Back to School, Fall (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto —Murray L. Gordon
Editorial Writer—Walter B. Lowe
Farm—Fred Netherland
Photo. Dept. Mgr.—Don Austin
Society—Mary K. Emmert

HAMMOND (Ind.), TIMES (e) (S)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Women's Spring Fashions (Mar.); Spring Shoes (Mar.); Men's Fashions (Mar.); Brand Names (Apr.); Clean-Up Paint-Up Fix-Up (May); Mothers Day (May); Brides (May); Father's Day (June); Back-To-School (Aug.); Home Fashions (Sept.); National Home Week (Sept.); Your Kitchen (Sept.); Men's Fall Fashions (Sept.); Women's Fall Fashions (Sept.); Do-It-Yourself (Oct.); Oil Progress (Oct.); Operation Snowflake (Nov.); Christmas Gifts (Dec.); Jewelers (Dec.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food pix & recipes. Thursday food pages. Food recipes & pix in women's section every Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl M. Davidson
Business-Financial—Carl M. Davidson
Church—Carl M. Davidson
Columnists—John Whitaker
Credit Mgr.—Robert Friend
Editorial Writer—Carl M. Davidson
Fashion—Evelyn Schaefer
Food—Evelyn Schaefer
Picture Editor—Carl M. Davidson
Society—Evelyn Schaefer

HARTFORD CITY (Ind.), NEWS-TIMES (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Nelson C. Townsend.

HUNTINGTON (Ind.), HERALD-PRESS (e ex. Sat)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Agricultural Achvmt. (Feb.); Spring Opening (Mar.); Four-H Fair (Aug.); Cook Book (Aug.).
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert E. Ackerman
Book—Howard Houghton
Business-Financial—James E. Pauloski
Church—Robert Hammel
Columnists—Howard Houghton; Robert Hammel; A. H. Slater
Editorial Writers—Howard Houghton
Education—S. Marie Heiney
Farm—Richard Seagly
Fashion—Garnett Wiley
Food—Howard Houghton, Jr.
Librarian—S. Marie Heiney
Motion Picture-Theatrical—Richard Seagly
Music—S. Marie Heiney
Personnel Mgr.—James E. Pauloski
Photo. Dept. Mgr.—Robert Hammel
Picture Editor—George W. Frye
Radio-Television—Richard Seagly
Real Estate—Robert E. Ackerman
Travel—S. Marie Heiney
Society—Garnett Wiley

HUNTINGTON (Ind.), NEWS (e)
Run-of-Paper Color Advs: 3 colors. Any day. Not less than full page.
Split Run Advertising: Geographically.
Special Editions: 25th Anniversary number (Sept. '55).
No Editions: All Indiana legal holidays.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—M. F. Bangs
Editorial Writers—C. W. H. Bangs; Betty Lou Strader
Motion Picture-Theatrical—C. E. Bangs
Society—M. F. Bangs

INDIANAPOLIS (Ind.), STAR (m) (S); NEWS (e)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Speedway (May); Cookbook (Sept.); 50-year (Dec.).
Print Own Magazine: Yes.
Magazine Section Carried: This Week.
Group Membership: Metropolitan; Locally-Edited Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. L. Kern (m) (S); Harry Daniels (e)
Aviation—Nancy Langsenkamp (e)
Book—Corbin Patrick (m) (S); Herbert Kenney, Jr. (e)
Business-Financial—Don Campbell (m) (S); Bart Grabow (e)
Cartoonists—Charles Werner (m) (S); Gilbert Sweeney (m) (S); W. B. Robinson (e)
Church—Shirley Prince (m) (S)
Columnists—Lowell Nussbaum (m) (S); Corbin Patrick (m) (S); Charles E. Griffo (m) (S); C. W. McCarty (e); Wayne Guthrie (e); Bill Wildhack (e)
Credit Mgr.—James McDaniel
Editorial Writers—Jameson G. Campaigne (m) (S); John P. Edmison (m) (S); Edward Fitzpatrick (m) (S); Frank Crane (m) (S); John Ackelmire (e); Griffith Niblack (e); Alex Tolle (e)
Education—John Stevens (m) (S); John Fox (e)
Farm—Robert Kellum (m) (S); Frank Salzarulo (e)
Fashion—Lotys Benning Stewart (m) (S); Ann Montgomery (e)
Food—Ann Harrington (m) (S); Thelma Machael (e)
Garden—Gordon Milne (m) (S); Leon Stanley (e)
Librarian—Lawrence Arany (m) (S) (e)
Motion Picture-Theatrical—Corbin Patrick (m) (S); Jackie Stahl (e)
Music—Corbin Patrick (m) (S); Walter Whitworth (e)
Personnel Mgr.—Howard S. Wilcox
Photo. Dept. Mgr.—James C. Ramsey (m) (S); Robert Lavelle (e)
Picture Editor—Don McClure (m) (S); Joe Jarvis (e)
Radio-Television— Julia Inman (m) (S); Jackie Stahl (e)
Real Estate—Fred Corts (m) (S); Harry Daniels (e)
Travel—Corbin Patrick (m) (S); Harry Daniels (e)
Society—Kathryn E. Picket (m) (S); Thelma Machael (e)

INDIANAPOLIS (Ind.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Speedway Section (May); Parade of Homes (Sept.); Christmas Gift Edition (S) (Dec.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Moore; Traver Watson
Book—J. B. Stephens
Business-Financial—Harold Hartley
Cartoonists—Robt. Hendrixson
Church—Charles Miller
Columnists—Louise Symons; Harold Hartley; Marguerite Smith; Henry Butler; Irving Leibowitz
Credit Mgr.—J. W. Lauer
Editorial Writers—Walter Leckrone; Chas. W. White
Fashion—Opal Crockett
Food—Joan Bey
Garden—Mrs. Marguerite Smith
Librarian—Jack Mears
Motion Picture-Theatrical—Henry Butler
Music—Henry Butler
Photo. Dept. Mgr.—Lloyd B. Walton
Picture Editor—Frank Widner
Radio-Television—"Casey"
Travel—Bob Key

JASPER (Ind.), HERALD (e)
Special Editions: Back-To-School (Aug.); County Fair (Aug.); Basketball Tourney (Feb.); Christmas Opening (Dec.); Boy Scout (Feb.); Soil Conservation (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—S. E. Stemle; Chas. McPherron
Editorial Writer—A. T. Rumbach
Fashion—Mildred Smith
Photo. Dept. Mgr.—S. E. Stemle
Radio-Television—Chas. McPherron
Society—Mildred Smith

JEFFERSONVILLE (Ind.), NEWS (e)
Special Editions: Spring Openings (Mar.); Fall Openings (Sept.); Christmas; Back-to-School; Cooking School; Auto Opening.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Charles McGregor; Carol Mielbollin; Carolyn Willis
Food—Marilyn Bottorf

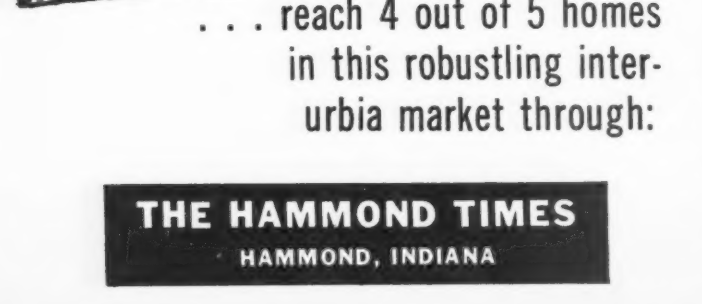
KENDALLVILLE (Ind.), NEWS-SUN (e)
Advs. Not Accepted: Liquor.
Annual Special Editions: Spring (Mar.); Summer (June); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph K. Gaskill
Aviation—Joseph K. Gaskill
Book—R. V. Fischer
Business-Financial—R. V. Fischer
Church—Joseph K. Gaskill
Columnist—Joseph K. Gaskill
Credit Mgr.—Ruby Baad
Editorial Writer—R. V. Fischer
Education—R. V. Fischer
Farm—Joseph K. Gaskill
Fashion—Joseph K. Gaskill
Food—Joseph K. Gaskill
Garden—Joseph K. Gaskill
Librarian—R. V. Fischer
Motion Picture-Theatrical—R. V. Fischer
Music—R. V. Fischer
Photo. Dept. Mgr.—Joseph K. Gaskill
Picture Editor—Joseph K. Gaskill
Radio-Television—R. V. Fischer
Real Estate—Joseph K. Gaskill
Travel—Joseph K. Gaskill
Society—Joseph K. Gaskill

KOKOMO (Ind.), TRIBUNE (e ex. Sat. & Sun)
Sunday color comics carried.
Advs. Not Accepted: Liquor; beer.
Food and/or Household Dept.: Food and household pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Welden
Business-Financial—Kay Kuhns
Church—Kathleen Cooper
Columnists—Kay Kuhns; Margaret Buhrman
Editorial Writer—Dow Richardson
Education—Kay Kuhns
Farm—R. J. Hamp, Jr.
Fashion—Frieda Haseltine
Motion Picture-Theatrical—Lee J. Noble
Photo. Dept. Mgr.—Harold Swope
Picture Editor—George Welden; William Conant
Radio-Television—Frances Johnson
Society—Frieda Haseltine

LAFAYETTE (Ind.), JOURNAL AND COURIER (e)
Run-of-Paper Advs.: 1 color.
Split Run Advertising: Every-other Paper
Special Editions: Back to School (Aug.); Fall Fashion (Sept.); Spring Fashion (Mar.).
Print Own Magazine. Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward L. Hitze
Book—Barbara M. Hawkins
Business-Financial—Galen R. McClain
Church—David H. Livingstone (Prot.); Frank C. Arganbright (Cath.); Jack M. Alkire (Jewish)
Columnists—Gordon H. Graham (Spts.); Frank Arganbright (records); Jack Alkire (outdoors); Bernice H. Ezra (essay)
Editorial Writer—Herbert H. Heimlich
Education—Jack M. Alkire
Farm—Galen R. McClain
Fashion—Bea Martin
Food—Mary Lee Anderson
Garden—Galen R. McClain
Librarian—Leeta Baker
Motion Picture-Theatrical—Barbara M. Hawkins
Music—Frank Arganbright; Barbara Hawkins
Photo. Dept. Mgr.—Edward L. Hitze
Picture Editor—George W. Lamb
Radio-Television—Leeta Baker
Real Estate—Galen R. McClain
Travel—Barbara M. Hawkins
Society—Marolyn Jo Summers

LA PORTE (Ind.), HERALD-ARGUS (e)
Special Editions: Home and Garden Show (May); Back to School (Aug.); Christmas Edition (Nov.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Forbes Julian
Aviation—Abe Zaidan
Business-Financial—Forbes Julian
Church—Forbes Julian
Columnists—Karl Christ; Don Benn; Florence Gevers; Abe Zaidan
Editorial Writer—Forbes Julian
Farm—James McDonald
Fashion—Florence Gevers
Food—Florence Gevers
Garden—Jim McDonald
Music—Abe Zaidan
Photo. Dept. Mgr.—Glenn Michael
Picture Editor—Don Benn
Radio-Television—Maxine Ford
Society—Florence Gevers

LEBANON (Ind.), REPORTER (e)
Advs. Not Accepted: Help wanted out-of-town; mediums.
Special Editions: Christmas Greeting (Dec.).
No Editions: Christmas; July 4th; Labor Day; New Years; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James R. Mossman
Church—Allison Downs
Editorial Writer—Jack Mossman
Farm—Stephen A. Spitznagle
Photo. Dept. Mgr.—Toby McDaniel
Society—Laura Elliott



. . . reach 4 out of 5 homes in this robustling inter-urbia market through:

THE HAMMOND TIMES
HAMMOND, INDIANA

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LOGANSPORT (Ind.), PHAROS-TRIBUNE (e ex. Sat); PRESS (m ex. Mon); PHAROS-TRIBUNE & LOGANSPORT PRESS (S)
Special Editions: Spring Fashion (Mar.); Fall Fashion Edit (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Homemaker's Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Rinier (m) (S); John Strey (e)
Book—Fred Franklin (m) (S); Glenn Whitney (e)
Church—Mary Derby (m) (S); Don Freehafer (e)
Editorial Writers—Fred Franklin (m) (S); Don Freehafer (e)
Farm—Jerry Wallace (m) (S); Dick Harmeson (e)
Fashion—Joan Crock (m) (S); Mary O'Conner (e)
Food—Jerry Wallace (m) (S); Don Michales (e)
Librarian—Mary Derby (m) (S)
Motion Picture-Theatrical—Fred Franklin (m) (S); J. Seits (e)
Photo. Dept. Mgr.—Robert McKee (m) (S); Bryce Bogard (e)
Picture Editor—Robert McKee (m) (S); Bryce Bogard (e)
Radio-Television—Jerry Lebo (m) (S); J. Seits (e)
Society—Joan Crook (m) (S); Mary O'Connor (e)

MADISON (Ind.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Douglas
Aviation—Earl Douglas
Book—Pat Oyler
Business-Financial—Don Wallis
Cartoonist—Gayle Clapp
Church—Earl Douglas
Columnist—Earl Douglas
Editorial Writers—Lloyd Neal; Earl Douglas; Phil Cole; Don Wallis
Education—Phil Cole
Farm—Earl Douglas
Fashion—Pat Oyler
Food—Betty Page
Garden—J. D. Coleman
Librarian—Pat Oyler
Motion Picture-Theatrical—Don Wallis
Music—Don Wallis
Photo. Dept. Mgr.—Phil Cole
Picture Editor—Phil Cole
Radio-Television—Phil Cole
Real Estate—Don Wallis
Travel—Don Wallis
Society—Pat Oyler

MARION (Ind.), LEADER-TRIBUNE (m); CHRONICLE (e); CHRONICLE-TRIBUNE (S)
Run-of-Paper Color Advs.: 3 colors. Mon. to Fri. (e); Tues. to Sat. (m).
Sunday color comics carried.
No Editions: July 4; Labor Day; Christmas.
Radio Station Affiliation: WMRI and WMRI-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Earl Love

MARTINSVILLE (Ind.), REPORTER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; July 4th; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Home and farm pages every Monday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Kendall
Columnists—Wilber L. Kendall; Robert S. Kendall
Editorial Writers—Wilber L. Kendall; Robert S. Kendall
Food—Robert S. Kendall
Garden—W. Barton Cartmel
Society—Ruth Collier

MICHIGAN CITY (Ind.), NEWS-DISPATCH (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: Spring Fashion (March); Home (Building) (March); Beach Welcome (June); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly Market Column and food and household pages each Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwin Greening
Aviation—A. W. Spiers
Book—Elwin Greening
Business-Financial—Jack Howey
Church—Goldie Hermance
Credit Mgr.—Mary Bauer
Editorial Writers—A. W. Spiers, Jr.; Elwin Greening
Education—Arthur Deutsch
Farm—William Allen
Fashion—Gladys Kemeny
Food—Lalan Deutsch
Garden—Elwin Greening
Librarian—Ruth Seeling
Motion Picture-Theatrical—Jack Howey
Music—Gladys Kemeny
Photo. Dept. Mgr.—William Swedenberg
Picture Editor—Arthur Deutsch
Radio-Television—Goldie Hermance
Real Estate—Andrew Sbrocco
Travel—Gladys Kemeny
Society—Lalan Deutsch

MT. VERNON (Ind.), DEMOCRAT (e)
Advs. Not Accepted: Out-of-town help wtd. classified.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—O. R. Hall
Editorial Writer—O. R. Hall
Fashion—Ruby Ranes
Food—Ruby Ranes
Picture Editor—John W. Doane
Society—Ruby Ranes

MUNCIE (Ind.), STAR (m); PRESS (e); STAR (S)
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Poorman (m) (S); Leon J. Parkinson (e)
Aviation—William Jamieson (m) (S); Leon J. Parkinson (e)
Book—John O. Ferris (m) (S); Leon J. Parkinson (e)
Business-Financial—John O. Ferris (m) (S); Leon J. Parkinson (e)
Church—Edwin B. Tichenor (m) (S); Evan Owens (e)
Columnists—Richard Greene (m) (S); Naomi F. Campbell (m) (S); Robert Barnet (m) (S); Evan Owens (e); Ruth McFadden (e); Herbert Silverburg (e); John Farrell (e)
Credit Mgr.—John A. Horton
Editorial Writers—John O. Ferris (m) (S); Richard Greene (m) (S); Leon J. Parkinson (e)
Education—Alberta Grecius (m) (S); Dee Blosser (e)
Farm—Don Morrissey (m) (S); Allen Schulz (e)
Fashion—Naomi F. Campbell (m) (S); Ruth McFadden (e)
Food—John O. Ferris (m) (S); Betty Harris (e)
Garden—C. G. Milne (m) (S); Evan Owens (e)
Librarian—Alice Campbell (m) (e) (S)
Motion Picture-Theatrical—John O. Ferris (m) (S)
Music—Alberta Grecius (m) (S); Betty Harris (e)
Photo. Dept. Mgr.—William Jamieson (m) (e) (S)
Radio-Television—Leon J. Parkinson (e)
Real Estate—Don Morrissey (m) (S); Allen Schulz (e)
Travel—William Jamieson (m) (S)
Society—Naomi F. Campbell (m) (S); Ruth McFadden (e)

NEW ALBANY (Ind.), TRIBUNE (m ex. Mon.) TRIBUNE (e ex. Sat); LEDGER & TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Sunday color comics carried.
Special Editions: Paint-up (May); Fall; Christmas
No Editions: Labor Day; Thanksgiving; Christmas; New Years; Memorial Day; July 4th
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Powers
Aviation—Wayne Marshall
Book—Nell Brown
Business-Financial—John Powers
Church—Maxine Hook
Columnists—John Powers; Wally Criswell
Editorial Writers—Clair McTurnan; James MacPherson; Wayne Marshall; John Powers
Farm—John Powers
Fashion—Maxine Hook
Food—Jane Parlier
Garden—Maxine Hook
Motion Pictures-Theatrical—Art Caulfield
Music—Maxine Hook
Photo. Dept. Mgr.—Don Beck
Picture Editor—Wayne Marshall
Radio-Television—Mary Walker
Real Estate—John Powers
Travel—Wayne Marshall
Society—Maxine Hook

NEW CASTLE (Ind.), COURIER-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors Wed. & Fri.
Split Run Advertising: Every-other Paper.
Special Editions: Fashion Edition (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: Christmas.
Radio Station Affiliation: WCTW

NOBLESVILLE (Ind.), LEDGER (e)
Advs. Not Accepted: Liquor & beer.
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—James T. Neal; William Gifford; Don Jellison; Faith Wellman; Lavonne Williams
Credit Mgr.—John R. Neal
Editorial Writer—James T. Neal
Personnel Mgr.—Ralph B. Neal
Society—Gladys Ingram

PERU (Ind.), TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.

PLYMOUTH (Ind.), PILOT-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Fri. & Sat.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Spring Opening (March-April); Plymouth Days (April); Home Show (May); Dollar Days (Feb. and July); Back-To-School (Aug.); Fall Opening (Oct.); Christmas Opening (Nov.); Christmas Edition (Dec.); New Years Edition (Dec.); Harvest Festival (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ruth Early
Editorial Writer—S. E. Boys
Farm—Don Cramer
Food—Ruth Early
Photo. Dept. Mgr.—Don Cramer
Picture Editor—Don Cramer
Society—Sally Hott

PORTLAND (Ind.), COMMERCIAL-REVIEW (e)
Advs. Not Accepted: Liquor. Beer only.
No Editions: Christmas; July 4th; Thanksgiving; Labor Day; Memorial Day.
Food and/or Household Dept: Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rus Figert
Aviation—Rus Figert
Book—Rus Figert
Business-Financial—Rus Figert
Church—Rus Figert
Editorial Writers—Paul V. Elsberry; Rus Figert; E. W. Porter
Education—Rus Figert
Farm—Rus Figert
Fashion—Lucille Gelzleichter
Food—Lucille Gelzleichter
Garden—Lucille Gelzleichter
Librarian—Lucille Gelzleichter
Motion Picture-Theatrical—Lucille Gelzleichter
Music—Lucille Gelzleichter
Photo. Dept. Mgr.—Rus Figert
Picture Editor—Rus Figert
Radio-Television—Rus Figert
Real Estate—Rus Figert
Travel—Rus Figert
Society—Lucille Thomas

PRINCETON (Ind.), CLARION-DEMOCRAT (e) (S)
Special Editions: Dollar Day (Jan. & July); Fair Edition (Aug.); Spring (Feb.); Fall (Sept.); Christmas (Nov.).
No Editions: Labor Day; Christmas; Saturdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jean Grant Meeks
Editorial Writer—Bob Brimm
Education—Bob Brimm
Farm—Bob Brimm
Fashion—Jean Grant Meeks
Photo. Dept. Mgr.—Bob Brimm
Picture Editor—Bob Brimm
Society—Jean Grant Meeks

RENSSELAER (Ind.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

RICHMOND (Ind.), PALLADIUM-ITEM (e ex. Sat) (S)
Split Run Advertising: Retail and General only. Geographically city only-Wed.
Advs. Not Accepted: Liquor—except Wed. City Edition.
No Editions: Fourth of July; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—J. W. Best
Farm—John Overturf
Personnel Manager—E. H. Harris

ROCHESTER (Ind.), NEWS-SENTINEL (e)
Special Editions: Christmas Shopping (Dec.); Dollar Days (Feb., Aug.); Harvest Days (Oct.); Basketball (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jack K. Overmyer
Church—Mary Howard
Columnist—Jack K. Overmyer
Editorial Writer—Jack K. Overmyer
Farm—Mike Jewett
Fashion—Gunhilde Tranbarger
Librarian—Ruth Sutherland
Photo. Dept. Mgr.—Robert Newcomer
Picture Editor—Robert Newcomer
Radio-Television—William Freyberg
Society—Gunhilde Tranbarger

RUSHVILLE (Ind.), TELEGRAM (e); REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: County Fair (July).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Louis Hiner, Sr.
Columnist—Cy McIlwain
Editorial Writers—Cy McIlwain; Louis Hiner. Sr.
Farm—Louis Hiner, Sr.
Photo. Dept. Mgr.—Richard Hiner
Picture Editor—Richard Hiner
Society—Ellen Ball

SEYMOUR (Ind.), TRIBUNE (e)
Special Editions: Christmas Greetings (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John H. Conner

SHELBYVILLE (Ind.), NEWS (e)
Run-of-Paper Color Advs: 2 colors Daily
Special Editions: Spring (April); Back to School (Aug.); Christmas (Nov.); Year-End (Dec.)
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
Group Membership: Indiana League of Home Dailies. Inland Daily Press Assn.; Hoosier State Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John D. Scott
Book—Ave Lewis
Business-Financial—N. L. Thurston
Cartoonist—G. L. Stubbs
Columnist—Jim McKinney
Credit Manager—Floyd Cooper
Editorial Writer—John D. Scott
Education—J. D. Scott
Farm—John D. Scott
Fashion—Ave Lewis
Food—Ave Lewis
Photo. Dept. Mgr.—Stan Koester
Picture Editor—Stan Koester
Radio-Television—Jim McKinney
Society—Ave Lewis

SOUTH BEND (Ind.), TRIBUNE (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Everyday.
Split Run Advertising: Geographically; Every other Paper.
Advs. Not Accepted: Liquor; beer.
Special Editions: Home Builders' Edition (Mar. and Sept.); Men's Wear Edition (Mar. and Oct.); Back-to-School Edition (Aug.); Home Fashion Edition (Sept.); Christmas Gift Edition (Nov.); Operation Snowflake (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Sunday; Food and Woman's Section every Thursday.
Radio Station Affiliation: WSBT
Television Station Affiliation: WSBT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—George A. Scheuer
Book—Gerald Cosgrove
Business-Financial—Ray Gregg
Columnists—James Carroll; Joseph Doyle; Frank Schmidt
Credit Mgr.—Clarence G. Livengood
Editorial Writers—Gerald Cosgrove; John F. Carroll
Education—Roger Birdsell
Fashion—Katherine W. Stoops
Food—Katherine W. Stoops
Librarian—Florence Ford
Motion Picture-Theatrical—Frank Schmidt
Music—Frank Schmidt
Personnel Mgr.—Warren G. Wheeler, Jr.
Picture Editor—Tom Phillipson
Radio-Television—James McNeile
Real Estate—Ray Gregg
Travel—Pearl Hafstrom
Society—Anabel Lickey

SPENCER (Ind.), WORLD (e)
Annual Special Editions: County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. Perry Wesley.

SULLIVAN (Ind.), TIMES (e)
Annual Special Editions: Christmas (Dec.); Easter (Apr. or May); School Opening (Aug.).
No Editions: All legal holidays.

TERRE HAUTE (Ind.), STAR(m); TRIBUNE (e); TRIBUNE-STAR (S)
Sunday color comics carried.
Advs. Not Accepted: Mail Order.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Helen Ryan
Church—J. T. Brassie (e) (S)
Credit Mgr.—B. K. Cox
Editorial Writers—James Benham (m); Marcee Cox (e) (S)
Education—Harry Hamby (S)
Farm—Richard Franzen (m); Harry Hamby (e) (S)
Motion Picture-Theatrical—Sarah Bence (m); Howard Stevens (e) (S)
Music—Frederick Black (m); Marion Perry (e) (S)
Society—Jane Natkemper (S)

TIPTON (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Cooking School (May); Christmas (Dec.); Dollar Days (3).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Rural Gravure.
Television Station Affiliation: WFBM-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. D. Maney
Church—Rosemary Beck
Editorial Writer—R. D. Maney
Education—Ben Actsbuler
Fashion—Rosemary Beck
Food—Rosemary Beck
Garden—Rosemary Beck
Librarian—Rosemary Beck
Motion Picture-Theatrical—Rosemary Beck
Music—Rosemary Beck
Photo. Dept. Mgr.—R. D. Maney
Radio-Television—Rosemary Beck
Real Estate—Rosemary Beck
Travel—Rosemary Beck
Society—Rosemary Beck

UNION CITY (Ind.), TIMES-GAZETTE (e)
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Spring Edition (Apr.); Side Walk Sale.
No Editions: All legal holidays.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to James J. Patchell.

VALPARAISO (Ind.), VIDETTE-MESSENGER (e)
Advs. Not Accepted: Mail Order.
Special Editions: Christmas (Dec.); Dollar Day (Jan; July)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Publish menus & food pictures, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Avery B. Weaver
Editorial Writers—Herbert Steinbach; Avery B. Weaver
Food—Irene Bosstick
Photo. Dept. Mgr.—Rollie Bernhart
Picture Editor—Herbert Steinbach
Society—Irene Bosstick

VINCENNES (Ind.), VINCENNES SUN COMMERCIAL (e) (S)
Special Editions: Basketball Edition (Feb.); Back School (Aug.); County Fair (Aug.); Graduation (May).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ross H. Garrigus
Society—Ruth Ashby

WABASH (Ind.), PLAIN DEALER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Sat.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. H. Nixon

WARSAW (Ind.), TIMES-UNION (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wed. & Thurs. Back page only.
Special Editions: New Years (Dec.); Christmas (Dec.); Easter; Dollar Days (Feb-Aug.); "Today Women" (Sat.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Veteran's Day; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WRSW AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. O. Nusbaum
Aviation—Wm. Mollenhour
Book—Virginia Zuch
Business-Financial—C. R. Williams
Church—Marguerite Sand
Columnists—Curtis Garber; Loren Melick; Marguerite Sand; Virginia Zuch
Credit Mgr.—Wm. Mollenhour
Editorial Writer—Curtis Garber
Education—Virginia Zuch
Farm—Milo Clase
Fashion—Marguerite Sand
Food—Marie Snyder
Garden—Marguerite Sand
Librarian—Loren Melick
Motion Picture-Theatrical—Marie Snyder
Music—Marie Snyder
Personnel Mgr.—Wm. Mollenhour
Photo. Dept. Mgr.—Ronald Sharp
Picture Editor—Ronald Sharp
Radio-Television—Fred Gresso
Real Estate—Jack Essenberg
Travel—Katherine Thomas
Society—Virginia Zuch

(Continued on Page 192)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

INDIANA—Cont'd

(Continued from Page 191)

WASHINGTON (Ind.), HERALD (e)
Advs. Not Accepted: Mail order.
Special Editions; Dollar Days (Aug.); Christmas (Nov.).
No Editions: New Years; July 4th; Christmas; Veteran's Day; Thanksgiving; Memorial Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Morris E. Tolbert
Book—Eileen Hatfield
Business-Financial—David A. Draper
Church—Donald Ellis
Editorial Writers—David A. Draper; Don Ellis
Education—Ronald Arvin
Farm—Ronald Arvin
Fashion—Eileen Hatfield
Food—Eileen Hatfield
Librarian—Mildred Chappell
Motion Picture-Theatrical—Mary J. Jones
Music—Katherine Clauss
Photo. Dept. Mgr.—Ronald Arvin
Picture Editor—Donald Ellis
Radio-Television—David A. Draper
Real Estate—Mary Jones
Travel—D. A. Draper
Society—Eileen Hatfield

WASHINGTON (Ind.), TIMES (e)
Special Editions: Christmas (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Backes
Aviation—Richard Backes
Book—Ray Baker
Business-Financial—John Backes
Editorial Writers—John Backes
Education—Ray Baker
Farm—John Backes
Fashion—Mary Walsh
Food—Ray Baker
Garden—Ray Baker
Motion Pictures-Theatrical—Thurman Gill
Photo. Dept. Mgr.—Richard Backes
Picture Editor—Ray Baker
Radio-Television—Richard Backes
Real Estate—Ray Baker
Travel—Richard Backes
Society—Mary Walsh

IOWA

AMES (Iowa), TRIBUNE (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; mail order; slot machine.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: KASI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rodson L. Riggs
Credit Mgr.—Erma Erickson
Editorial Writer—Rodson L. Riggs
Farm—Robert Talbott
Food—Nola Sample
Society—Nola Sample

ATLANTIC (Iowa), NEWS-TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Tracy
Aviation—Walter Tracy
Book—F. D. Simpson
Business-Financial—F. D. Simpson
Church—Walter Tracy
Columnist—F. D. Simpson
Editorial Writer—F. D. Simpson
Farm—Phil Chinitz
Fashion—Walter Tracy
Motion Pictures-Theatrical—Walter Tracy
Photol Dept. Mgr.—Phil Chinitz
Society—Walter Tracy

BOONE (Iowa), NEWS-REPUBLICAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening (Mar. or Apr.); Building (May); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. H. A. Garvey
Editorial Writer—Mrs. H. A. Garvey
Farm—Harlan Weeks
Fashion—Mrs. H. A. Garvey
Food—Mrs. H. A. Garvey
Motion Picture-Theatrical—Mrs. L. M. Hines
Society—Mrs. L. M. Hines

BURLINGTON (Iowa), HAWK-EYE GAZETTE (e)
Advs. Not Accepted: Vending machine.
Special Editions: Year End Progress (Dec.); Annual Christmas edition (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hill
Aviation—Robert Bruegger
Book—Lloyd Maffitt
Business-Financial—R. R. Bruegger
Church—Olive Sullivan
Columnists—Stuart Awbrey; Lloyd Maffitt
Credit Mgr.—J. B. Bishop
Editorial Writer—Stuart Awbrey
Education—Robert Bruegger
Farm—LeRoy Pelca
Fashion—Olive Sullivan
Food—Frank Hill
Garden—Grant Marshall
Librarian—Ann Miller
Motion Picture-Theatrical—Stuart Awbrey
Music—Lloyd Maffitt
Photo. Dept. Mgr.—Ronald Bliesener
Picture Editor—R. R. Bruegger
Radio-Television—James Eland
Real Estate—Robert Bruegger
Travel—Dan Bied
Society— Olive Sullivan

CARROLL (Iowa), TIMES HERALD (e)
Advs. Not Accepted: Liquor.
No Edition: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James W. Wilson; H. B. Wilson
Food—Gladys Holland
Society—Harriet Anderson

CEDAR FALLS (Iowa), DAILY RECORD (e)
Advs. Not Accepted. Alcoholic beverages.
Special Editions: Christmas Greeting (Dec.); Progress (July).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Merrill Hach
Book—Wm. V. Anthony
Church—Alice Myers
Columnist—A. B. Turnbull
Editorial Writer—A. B. Turnbull
Farm—Wm. V. Anthony
Fashion—Alice Myers
Food—Merrill Hach
Motion Picture-Theatrical—Alice Myers
Photo. Dept. Mgr.—Art Immer
Picture Editor—A. B. Turnbull
Real Estate—Cora Blaker
Society—Alice Myers

CEDAR RAPIDS (Iowa), GAZETTE (e)
Sunday color comics carried.
Run of Paper Color Advs.: Up to four colors. Daily and Sunday-except Saturday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Home Show (April or May); Bldg. & Home Planning (April) (S); Farm (Feb.) (S); Fair (Aug.) (S); Brides (May) (S); Home Fashion Time (Sept.).
Food and/or Household Dept.: Food column daily & Sunday; food section Thursday.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russ Wiley
Aviation—Lou Breuer
Book—Elizabeth North Hoyt
Church—Bruce Fishwild
Columnists—John Reynolds
Credit Mgr.—L. S. Wright
Editorial Writers—Harry Boyd; Loyal Meek; Donald Key
Farm—Rex Conn
Fashion—Marge Kayser
Food—Naomi Doebel
Garden—Naomi Doebel
Librarian—Helen Goddard
Motion Picture-Theatrical—Nadine Subotnik
Music—Donald Key
Photo. Dept. Mgr.—John Reynolds
Picture Editor—Robert Kenyon
Radio-Television—Nadine Subotnik
Real Estate—Naomi Doebel
Travel—John Reynolds

CENTERVILLE (Iowa), IOWEGIAN & CITIZEN (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Farm Supplement (April; Oct.).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. B. DePuy
Editorial Writers—R. K. Beck
Education—Lloyd Finks
Farm—C. B. DePuy
Society—Gladys DePuy

CHARLES CITY (Iowa), PRESS (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Farm Edition (Apr.); Fall Fashion (Sept.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column Wednesday and Saturday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Fischer
Book—Paul R. Bumbarger
Business-Financial—Bob Fisher
Columnists—Paul R. Bumbarger; Glenn Ortmayer
Editorial Writer—Paul R. Bumbarger
Education—Bob Fisher
Farm—Bob Fisher
Fashion—Phyllis Allison
Food—Bob Fisher
Garden—Bob Fisher
Motion Picture-Theatrical—Bob Fischer
Music—Phyllis Allison
Photo. Dept. Mgr.—Bob Fischer
Picture Editor—Bob Fischer
Radio-Television—Bob Fischer
Real Estate—Bob Fischer
Travel—Paul R. Bumbarger
Society—Phyllis Allison

CHEROKEE (Iowa), TIMES & CHIEF (e)
Advs. Not Accepted: Liquor.
Special Editions: County Fair (Aug.); Christmas (Nov.).
No Editions: New Years, Christmas; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dwight R. Clark
Photo. Dept. Mgr.—Irv Begler

CLINTON (Iowa), HERALD (e)
Special Editions: Christmas Opening (Nov.); Fall Fashions (Sept.); Spring Fashions (Apr.).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—F. L. Harvey

COUNCIL BLUFFS (Iowa), NONPAREIL (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex. Thurs. 1 color Thurs.
Split Run Advertising: Geographically or alternate copies.
Advs. Not Accepted: Nat'l mail order.
Special Editions: Building Special (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food column & Features Thurs. 3 Page full color food section Sunday Magazine section.
Radio Station Affiliation: KSWI
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank M. Lane
Book—Harry Mauck, Jr.
Business-Financial—Burke M. Gillespie
Church—Virginia Pendgraft
Columnists—C. W. McManamy; Miss Margaret Tinley; Frank Barak; Al Schecter
Editorial Writer—A. M. Piper
Education—Frank Barak
Farm—C. W. McManamy
Fashion—Miss Margaret Tinley
Food—Miss Gwen Grooms
Garden—C. W. McManamy
Librarian—Mrs. Rose Witke
Motion Picture-Theatrical—Harry Mauck, Jr.
Music—Norman Filbert, Jr.
Photo. Dept. Mgr.—Jack Kennedy
Picture Editor—Frank M. Lane
Radio-Television—Harry Mauck, Jr.
Real Estate—Larry Parrott
Travel—Frank M. Lane
Society—Miss Margaret Tinley

CRESTON (Iowa), NEWS-ADVERTISER (e)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Soil Conservation (June); Graduation (May); Harvest Festival (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.; Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. L. Kelly
Columnists—E. J. Van Nostrand; Max Sandeman.
Credit Manager—Alma B. Johnson
Editorial Writer—E. J. Van Nostrand
Farm—E. J. Van Nostrand
Personnel Manager—E. J. Van Nostrand
Photo. Dept. Mgr.—C. L. Kelly
Picture Editor—C. L. Kelly
Society—Mildred Hoskinson

DAVENPORT (Iowa), DEMOCRAT (m); TIMES (e); DEMOCRAT & TIMES (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: 4 colors. Daily & Sun. except Fri. (e).
Split Run Advertising: Every-other Paper (not Sunday).
Special Editions: Auto Show (Jan.); Parade of Homes; Dollar Days; Fashion Editions
Food and/or Household Dept.: Food Column, Recipes, Wed. (e); Thurs. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Feeney (m) (e) (S)
Aviation—Forrest Kilmer (m) (S)
Book—Ed Moffitt
Business-Financial—Forrest Kilmer (m) (S)
Church—Virginia Davisson (m) (e) (S)
Columnists—Bob Feeney (m) (S); Sylvia Strum Bremer (e)
Credit Mgr.—Charles Grayson
Editorial Writers—Bob Feeney (m) (S); M. A. Fulton (e)
Farm—Jim Colby (m) (S); Harold Kruwell (e)
Fashion—Pat Ilten (m) (S); Elizabeth True (e)
Food—Ina Wickham (e)
Librarian—Adele Ryczek (e)
Motion Picture-Theatrical—John O'Donnell (m) (S); Herb Sawinski (e)
Music—Ina Wickham (m) (S); Elizabeth True (e)
Personnel Manager—Charles Grayson
Photo. Dept. Mgr.—Harry Boll (m) (S); Philip Hutchinson (e)
Picture Editor—James Wahrer (e)
Radio-Television—Forrest Kilmer (m) (S); Ron Lorenzen (e)
Real Estate—Ron Lorenzen (e)
Travel—Ron Lorenzen (e)
Society—Elizabeth True (m) (e) (S)

DES MOINES (Iowa), REGISTER (m) (S); TRIBUNE (e)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Iowa Farm and Home Register (Monthly); Iowa Business Review and Outlook (Jan.); Home and Flower Show (Spring); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Sunday Newspapers
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KRNT; WHTN
Television Station Affiliation: KRNT-TV; WHTN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Vaile (S)
Aviation—Donald Ultang (S)
Book—Charlotte Brunk (S)
Business-Financial—Thomas M. Clark (m) (e) (S)
Cartoonists—Frank Interlandi (m) (S); Frank Miller (m) (S)
Church—Jane Boulware (e)
Columnists—Harlan Miller (m) (S); Ogden G. Dwight (m) (S); Herbert Owens (e); Elizabeth Clarkson Zwart (e) (S); Gordon Gammack (e) (S); Ries Tuttle (e) (S)
Credit Mgr.—L. F. Sullivan
Editorial Writers—Lauren Soth (m) (e) (S); Herbert Kelly (m) (e) (S); Gilbert Cranberg (m) (e) (S); Marr McGaffin (m) (e) (S); Charles F. Ransom (m) (e) (S); Richard Hopkins (m) (e) (S)
Farm—J. S. Russell (m) (e) (S)
Fashions—R. W. Schoch
Food—Jean Tallman (e) (S); Alvina I. Mattes (m) (S)
Garden—Fleeta B. Woodrolfe (S)
Librarian—Jack Suttek (m) (e) (S)
Motion Picture-Theatrical—Carl Gartner (m) (e) (S)
Music—Clifford Bloom (m) (S)
Personnel Manager—Mrs. LaVonne Kilzer
Photo. Dept. Mgr.—George Yates (m) (e) (S)
Picture Editor—Florence Swihart (m) (S); Ron Tallman (e)
Radio-Television—Marjory Laws (m) (e) (S)
Real Estate—E. L. Vaile (S)
Travel—Charlotte Brunk (S)
Society—Susette Foster (m) (e) (S)

DUBUQUE (Iowa), TELEGRAPH HERALD (e) (S)
Sunday color comics carried.
Split Run Advertising: Geographical.
Advs. Not Accepted: Vending; matrimonial.
Special Editions: Farm (Mar.); Garden (Apr.); Building (May); Picnic (June); Back-to-School (Aug.); Home Fashion (Sept.).
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: NEA Comic Group.
Food and/or Household Dept.: Weekly food articles on Thursdays
Radio Station Affiliation: KDTH
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—H. C. Slichter
Farm—Les Gruber
Fashion—Maud Grimm
Garden—Vera Williams

ESTHERVILLE (Iowa), NEWS (e)
Advs. Not Accepted: Liquor; wine.
Annual Special Editions: Agr. Fair Edition (Aug.); Home Building (Mar.); Dairy Month (June.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Deemer Lee
Food—Robert N. Lee
Music—Robert N. Lee

FAIRFIELD (Iowa), LEDGER (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Van Garrison
Editorial Writer—Walter E. Williams
Farm—Dean Gabbert
Society—Irene Garrison

FORT DODGE (Iowa), MESSENGER & CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Farm edition (March).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Walter B. Stevens

FT. MADISON (Iowa), DEMOCRAT
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. T. Mershon
Columnists—R. G. Mershon; Dick Fleckenstein
Editorial Writers—R. G. Mershon
Education—Richard Mershon
Society—Nada Pollpeter

IOWA CITY (Iowa), IOWAN (m)
Advs. Not Accepted: Liquor; beer.
Special Editions: College fall opening; University Edition (Aug.); Spring Fashion (Mar.); Orientation Edition (Sept.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household news. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ted Rasmussen
Church—Susanne Forse
Editorial Writers—Donald Mitchell; James Davies
Fashion—Jane Hubley
Food—Jane Hubley
Photo. Dept. Mgr.—Jerry Mosey
Society—Jane M. Hubley

IOWA CITY (Iowa), PRESS-CITIZEN (e)
Run-of-Paper Color Advs.: Up to 2 colors. 1 color any day, 2 colors except Thursdays.
Advs. Not Accepted: Liquor; some medical, vending machines.
Special Editions: Spring farm (March); Fall farm (Nov.); Building (Apr.); Cook Book (Jan.); Vacation (May or June).
No Editions: Christmas; July 4th; Labor Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Edwin B. Green.
Society—Caverly Wallace

KEOKUK (Iowa), GATE CITY (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Some classified; mail order.
Special Editions: Farm Edition (July); Back to School (Aug.); Recipes (Feb.); Home and Garden (April).
No Editions: Jan 1; July 4th; Thanksgiving; Christmas; Labor Day.
Food and/or Household Dept.: Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale E. Carrell
Aviation—Dale E. Carrell, Jr.
Book—Douglas Lamont
Business-Financial—R. L. Finerty
Church—Douglas Lamont
Columnist—Dale E. Carrell
Editorial Writer—Dale E. Carrell
Education—Douglas Lamont
Education—Dale E. Carrell, Jr.
Farm—Dale E. Carrell, Jr.
Fashion—Mary Baker
Food—Dale E. Carrell
Garden—Edna Carrell
Librarian—Louise Ferris
Motion Picture-Theatrical—Dale E. Carrell; Douglas Lamont
Music—Dale E. Carrell
Photo. Dept. Mgr.—Don Broekert
Picture Editor—Don Broekert
Radio-Television—Dale E. Carrell, Jr.
Real Estate—Douglas Lamont
Travel—Dale E. Carrell
Society—Mary Baker

MARSHALLTOWN (Iowa), TIMES-REPUBLICAN (e)
Advs. Not Accepted: Liquor, vending machines.
Special Editions: Year-end (Jan.); School Graduates (May); Football Preview (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food column Fridays; Household hints daily.
Radio Station Affiliation: KFJB.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Alberta Ibach
Business-Financial—Wendell Benson
Church—Esther Saum
Columnists—John N. Garwood; Max Van Deventer; Paul G. Norris, Jr.
Credit Mgr.—Scott R. Wilson
Editorial Writers—Paul G. Norris, Jr.; Walter Hurd; Wendell R. Benson
Education—Carol Wilson
Farm—Howard Vint
Fashion—Carol Wilson

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MARSHALLTOWN (Iowa)—Cont'd

Food—Esther Saum
Librarian—Barbara Worden
Motion Picture-Theatrical—Wendell R. Benson
Music—Esther Saum
Photo. Dept. Mgr.—Cyril B. Berg
Picture Editor—Wendell Benson
Radio-Television—Allan Schrock
Society—Esther Saum

MASON CITY (Iowa), GLOBE-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Year-End (Dec.); North Iowa Fair (Aug.); School Opening (Aug.); Christmas Greetings (Dec.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maude Stackhouse
Aviation—Jim Owens
Book—Enoch Norem
Business-Financial—Enoch Norem
Church—Carl Wright
Columnist—W. Earl Hall
Editorial Writer—W. Earl Hall
Education—Enoch Norem
Farm—Robert Armstrong
Food—Maude Stackhouse
Garden—Carl Wright
Librarian—Dolores Stevens
Motion Picture-Theatrical—Carl Wright
Music—Carl Wright
Photo. Dept. Mgr.—Elwin Musser
Picture Editor—Enoch Norem
Radio-Television—Carl Wright
Travel—Enoch Norem
Society—Eleanor McLaughlin

MUSCATINE (Iowa), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Year End (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Russell
Business-Financial—Walter Russell
Church—Harold Blake
Editorial Writer—Walter Russell
Education—Cora Stohr
Farm—Phil Kizer
Fashion—Doris Westbrook
Food—Margaret Griffith
Garden—Cora Stohr
Motion Picture-Theatrical—Walter Russell
Music—Harold Blake
Photo. Dept. Mgr.—Vernon Brown
Picture Editor—Harold Blake
Society—Doris Westbrook

NEVADA (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor.
Special Editions: 4-H Fair Edition (Aug.); Christmas Edition (Dec. 1).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Nelle McNichols
Columnists—Nelle McNichols; Evelyn Dillin
Farm—Kenneth Prideaux
Picture Editor—Kenneth Prideaux
Society—Nelle McNichols

NEWTON (Iowa), NEWS (e)
Print Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; beer; mail order
Special Editions: Spring Opening (March); Farm Equipment (March); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Don Ringler
Columnists—Cort Klein; Ed Peck; Edith Mooar
Credit Manager—Wendell Wendt
Editorial Writers—L. O. Brewer; Cort Klein
Farm—Cort Klein
Librarian—Edna Pahr
Photo. Dept. Mgr.—David Sclair
Picture Editor—Don Ringler
Society—Edith Mooar

OELWEIN (Iowa), REGISTER (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm & Home Show (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Magazine Section Carried: Farm and Home Rural-gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Fascher
Book—Bernice Warren
Business-Financial—L. A. Warren
Church—Ernie Eschbach
Columnists—Kaye Frazer; Faye Iverson; Russell Figott; Bernice Warren
Editorial Writer—L. A. Warren
Education—L. A. Warren
Farm—Ernie Eschbach
Fashion—Kaye Frazer
Food—Kaye Frazer
Librarian—Kaye Frazer
Photo. Dept. Mgr.—M. H. Nichol
Picture Editor—Ernie Eschbach
Travel—Bernice Warren
Society—Kaye Frazer

(Continued on Page 194)

AMONG THE NATION'S LEADING MARKETS

DAVENPORT—ROCK ISLAND-MOLINE

METROPOLITAN COUNTY AREA IS BIG!

The BIGGEST (EXCEPT OMAHA) BETWEEN CHICAGO AND DENVER!

METROPOLITAN AREA	POPULATION (1/1/57 SM)	EFFECT. BUYING INCOME (1956 SM)	FOOD STORE SALES (1956 SM)
DAVENPORT-ROCK ISLAND-MOLINE	262,000	$494,275,000	$71,211,000
DES MOINES	253,700	$491,976,000	$67,936,000
ROCKFORD	181,000	$362,631,000	$51,512,000

And NOW...OVER 100,000 MOTOR VEHICLE REGISTRATIONS! (7/1/57—R. L. POLK)

DAVENPORT-ROCK ISLAND-MOLINE-101,860 DES MOINES-97,111 ROCKFORD-80,811

DAVENPORT—ROCK ISLAND—MOLINE MET. SURPASSES IN POPULATION, TOTAL RETAIL SALES, BUYING INCOME, AND MOTOR VEHICLE REGISTRATIONS, THE LARGEST METROPOLITAN COUNTY AREAS IN 14 GREAT STATES, IN ALL SECTIONS OF THE COUNTRY.

DAVENPORT (CITY) BIGGEST METROPOLIS OF THE "QUAD-CITIES," IS THE DOMINANT NUCLEUS OF THE BI-STATE METROPOLITAN COUNTY AREA — BETTENDORF, IA., ROCK ISLAND, MOLINE and EAST MOLINE, ILL., ARE INDIVIDUAL INDEPENDENT MUNICIPALITIES — BRIGHT SATELLITES IN THE DANVENPORT ORBIT.

DAVENPORT IS 66% BIGGER THAN THE NEXT LARGEST CITY IN THE METROPOLITAN AREA — DAVENPORT IS BIG!

NATIONAL ADVERTISING REPRESENTATIVE

JANN & KELLEY, INC.

NEW YORK • CHICAGO • DETROIT
ATLANTA • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

IOWA—Cont'd

(Continued from Page 193)

OSKALOOSA (Iowa), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; Mail Order; Objectionable Patent Medicine.
Special Editions: Progress (Jan.); Insurance (Feb.); Spring Farm (March); Fall Farm (Oct.).
No Editions: July 4th; Dec. 25.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—DeWayne Foehlinger
Book—Mrs. A. K. Walling
Business-Financial—A. K. Walling
Columnists—C. L. Walling
Credit Manager—C. L. Walling
Editorial Writers—C. L. Walling; A. K. Walling; DeWayne Foehlinger.
Farm—George Heusinkveld
Fashion—Joyce McClure
Food—Joyce McClure
Garden—DeWayne Foehlinger
Personnel Manager—C. L. Walling
Photo. Dept. Mgr.—George Johnson
Picture Editor—George Johnson
Society—Joyce McClure

OTTUMWA (Iowa), COURIER (e)
Run-of-Paper Color Advs: Up to 3 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. M. Efner
Aviation—A. M. Efner
Book—Jeannette Stein
Business-Financial—C. S. Johnston
Church—Lewis Debo
Columnist—A. M. Efner
Editorial Writer—C. S. Johnston
Education—Clyde Hightshoe
Farm—W. C. Powell
Fashion—M. Jeannette Stein
Food—Jeannette Stein
Garden—W. C. Powell
Librarian—Betty Knowles
Motion Picture-Theatrical—Emmett Mowery
Music—A. M. Efner
Photo. Dept. Mgf.—Bernard J. Huston
Picture Editor—Bernard J. Huston
Radio-Television—Jeanette Stein
Real Estate—Clyde Hightshoe
Travel—A. M. Efner
Society—Jeannette Stein

PERRY (Iowa), CHIEF (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M E. Dake
Church—Bonnie Brown
Columnist—G. E. Whitehead
Credit Manager—Grace Anderson
Editorial Writer—G. E. Whitehead
Farm—Norman A. Still
Fashion—Bonnie Brown
Society—Bonnie Brown

SHENANDOAH (Iowa), SENTINEL (e)
No Editions: Christmas; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. D. Archie
Farm—Robert Black
Garden—R. K. Tindall
Motion Picture-Theatrical—R. K. Tindall
Music—Jean Braley
Picture Editor—R. K. Tindall
Society—Jean Braley

SIOUX CITY (Iowa), JOURNAL (m) (S); JOURNAL-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Auto Section (Nov.); Mens wear (Sept.); Shoe Section (Mar. & Sept.); Appliance Section (Nov.); Jewelry Section (Dec.); Stocker & Feeder Edition, Farm Section (Sept.); Farm to Market Truckers' Edition, Farm Section (Dec.); Furniture Section (Sept.); Building Section (Sept.); Fathers Day Section (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Davin (m) (e) (S)
Book—Louise Freese (S)
Cartoonist—Eldon Pletcher (m) (S)
Church—Robert Tracy
Columnist—Louise Freese (S)
Editorial Writers—Erwin Sias (m) (E) (S); George Layton (m) (e) (S); Chas Anderson (m) (e) (S)
Farm—M. O. Cox (m) (e) (S)
Fashion—Editha Webster (m) (e) (S)
Food—Ruby Wilson (m) (e) (S)
Librarian—Lavonne Reich
Motion Picture-Theatrical—Richard Sullivan
Music—Marjorie Howe (m) (e) (S)
Photo. Dept. Mgr.—George Newman (m) (e) (S)
Picture Editors—M. E. Burnette (m); H. K. Whitted (e); Richard Sullivan (S)
Society—Editha Webster (m) (e) (S)

SPENCER (Iowa), REPORTER (e); TIMES (S)
Run-of-Paper Color Advs: 1 color & black.
Special Editions: Fair Edition (Sept.); Christmas (Nov.); Farm (Mar.).
No Editions: Christmas; New Year's; Memorial Day; Labor Day; 4th July.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Brown
Aviation—Robt Hentges
Book—Rose Olson
Business-Financial—R. R. Jackson
Church—Rose Olson
Editorial Writers—Jim Campbell
Education—Jim Campbell
Farm—Ken Brown
Fashion—Rose Olson
Food—Rose Olson
Garden—Ken Brown
Librarian—Rose Olson
Motion Picture-Theatrical—Glenn Scott
Music—Glenn Scott
Photo. Dept. Mgr.—Ray McCarty
Picture Editor—Ray McCarty
Real Estate—R. R. Jackson
Travel—R. R. Jackson
Society—Rose Olson

VINTON (Iowa), CEDAR VALLEY TIMES (e)
Daily color comics carried.

WASHINGTON (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor, beer, mail order.
Special Editions: Dollar Days (Feb.); Ridiculous Day (June); Dollar Days (Aug.); Washington Days (Oct.); Christmas Opening (Nov.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bruce Cowden; Mrs. Merle Eckels
Editorial Writer—R. E. Shannon

WATERLOO (Iowa), COURIER (e ex. Sat.) (S)
Sunday color comics carried.
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Fall Fashion (Aug.); Spring Fashion (Feb.); Progress (Dec.); Christmas Supplement (1st week Dec.).
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. E. Stevens
Aviation—Gene Thorne
Business-Financial—W. D. Severin
Church—Joanne Tefft
Columnists—Collette; Al Starr; Eddie Torriel
Credit Mgr.—Ralph Klotzbach
Editorial Writer—David Dentan
Education—Gene Thorne
Farm—Stuart Haas
Food—Beverly Paulsen
Garden—Beverly Paulson
Librarian—Georgia Cross
Motion Picture-Theatrical—Joanne Tefft
Photo. Dept. Mgr.—Bruce Palmer
Picture Editor—Joanne Tefft
Radio-Television—Kenneth Murphy
Real Estate—W. D. Severin
Travel—Beverly Paulson
Society—Beverly Paulson

WEBSTER CITY (Iowa), FREEMAN-JOURNAL (e) (S)
Advs. Not Accepted: Vending machine when cash outlay is involved.
Special Editions: Christmas greeting((Dec.); Christmas Shopping (Dec.); School (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Maxon
Aviation—Max Maxon
Book—Max Maxon
Business-Financial—Max Maxon
Church—Max Maxon
Columnists—Max Maxon
Editorial Writers—W. J. Carmichael; Max Maxon
Education—Max Maxon
Farm—Max Maxon
Fashion—Clara Madsen
Food—Clara Madsen
Garden—Max Maxon
Librarian—Max Maxon
Motion Picture-Theatrical—Robert Eide
Music—Max Maxon
Photo. Dept. Mgr.—Robert Eide
Picture Editor—Max Maxon
Radio-Television—Max Maxon
Real Estate—Max Maxon
Travel—Max Maxon
Society—Clara Madsen

KANSAS

ABILENE (Kan.), REFLECTOR-CHRONICLE (e)
Advs Not Accepted: Liquor.
Special Editions: Fair (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—H. B. Jameson
Church—Fern Willis
Columnist—H. B. Jameson
Editorial Writer—H. B. Jameson
Food—Mrs. H. B. Jameson
Motion Picture-Theatrical—Velton Van Cleve
Society—Faye Taylor

ARKANSAS CITY (Kan.), TRAVELER (e)
Saturday color comics carried.
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Arkalakah (Halloween Festival) (Oct.); Dairy Month.
No Editions: Christmas; 4th of July.

ATCHISON (Kan.), GLOBE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Annual Special Editions: Recipe Edition (Jan.); Dollar Days (Monthly); Women's Club Edition (S) (Sept.); Farm Edition (S) (Feb.).
No Editions: Christmas; July 4th; Labor Day; Thanksgiving Day.
Group Membership: Texas Sunday Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Allingham
Aviation—Al Bennett
Book—Al Bennett
Business-Financial—Paul Allingham
Church—Clement O'Neill
Columnists—Paul Allingham; Al Bennett; John Buckley; Roy Brink.
Editorial Writers—Al Bennett
Education—Al Bennett
Farm—Chas. Spencer
Librarian—Fred Kenner
Motion Picture-Theatrical—Clement O'Neill
Photo. Dept. Mgr.—Al Bennett
Picture-Editor—Al Bennett
Radio-Television—Al Bennett

AUGUSTA (Kan.), GAZETTE (e)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—B. B. Shore
Business-Financial—H. G. Hutcheson
Church—H. G. Hutcheson
Columnists—H. G. Hutcheson; Bertha Shore; Bill Schul
Editorial Writers—H. G. Hutcheson; Bertha Shore; Bill Schul
Education—Bill Schul
Farm—Bill Schul
Fashion—Elsie Harrison
Food—B. B. Shore
Garden—H. G. Hutcheson
Librarian—Margaret Thomas
Motion Picture-Theatrical—H. G. Hutcheson
Music—Margaret Thomas
Photo. Dept. Mgr.—H. G. Hutcheson
Picture Editor—H. G. Hutcheson
Radio-Television—Margaret Thomas
Real Estate—H. G. Hutcheson
Travel—H. G. Hutcheson
Society—B. B. Shore

BELOIT (Kan.), CALL (e)
Advs. Not Accepted: "Questionable" Classifieds, liquor, mail order, vending machine, beer.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.

CANEY (Kans.), CHRONICLE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas.
No Editions: Memorial Day; July 4th; Christmas; New Years; Thanksgiving; Veterans Day.

CHANUTE (Kan.), TRIBUNE (e)
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Building (Mar.); Farm (April); School (Aug.); Oil (Oct.).
No Editions: July 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas;
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Keith Wright
Book—E. W. Johnson
Church—Jan Holman
Editorial Writer—E. W. Johnson
Education—Dick Buzbee
Farm—Keith Wright
Fashion—Jane Moore
Food—Jane Moore
Librarian—Keith Wright
Motion Picture-Theatrical—Dwight Wallingford
Photo. Dept. Mgr.—Dwight Wallingford
Picture Editor—Dwight Wallingford
Travel—E. W. Johnson
Society—Jane Moore

CHERRYVALE (Kan.), REPUBLICAN (e)
Advs. Not Accepted: Vending machine.
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ray S. Francis

CLAY CENTER (Kan.), DISPATCH (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Back to School (Aug.); Bride (June).
No Editions: New Year; Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dean Hixen
Aviation—H. E. Valentine
Book—H. E. Valentine
Business-Financial—H. E. Valentine
Columnists—L. F. Valentine
Credit Mgr.—Julia Rose
Editorial Writers—L. F. Valentine; H. E. Valentine
Farm—Ruth Love
Fashion—Mary Alice Heard
Food—H. E. Valentine
Garden—L. F. Valentine
Librarian—Ruth Love
Motion Picture-Theatrical—H. E. Valentine
Music—H. E. Valentine
Personnel Mgr.—H. E. Valentine
Photo. Dept. Mgr.—Ruth Love
Picture Editor—Ruth Love
Travel—H. E. Valentine
Society—Mary Alice Heard

COFFEYVILLE (Kan.), JOURNAL (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Food Feature, illustrated.
Radio Station Affiliation: KGGF.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Alice Wade
Editorial Writer—Clyde Walthall
Education—Mrs. Alice Wade
Farm—Kenneth Cape
Fashion—Jo Jaminet
Food—Jo Jaminet
Garden—Jo Jaminet
Librarian—Isabelle Conkling
Photo. Dept. Mgr.—Dorothy Daniel
Picture Editor—Keith Noll
Radio-Television—Kenneth Cape
Society—Jo Jaminet

COLUMBUS (Kan.), ADVOCATE (e)
Advs. Not Accepted: Liquor; wines.
Special Edition: Fair Edition (Aug.); Christmas Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

DODGE CITY (Kan.), GLOBE (e)
Special Editions: Christmas (Dec.); Building (Apr.); Fair (Sept.).
No Editions: Christmas.
Radio Station Affiliation: KGNO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jess Denious
Aviation—Jess Denious
Book—D. L. Miller
Business-Financial—Jim Moran
Cartoonist—Don Peoples
Church—Jim Moran
Columnists—Jess Denious, Jr.; D. L. Miller
Credit Manager—Dale Hull
Education—D. L. Miller
Farm—Jim Moran
Fashion—Paula Able
Food—Paula Able
Garden—D. L. Miller
Librarian—Mary Gamble
Motion Picture-Theatrical—Dave Taylor
Music—Dave Taylor
Personnel Manager—Trohman Robinson
Photo. Dept. Mgr.—Don Peoples
Picture Editor—Don Peoples
Radio-Television—Dave Taylor
Real Estate—D. Miller
Travel—Mary Gamble
Society—Paula Able

EL DORADO (Kan.), TIMES (e)
Advs. Not Accepted: Liquor; wine.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—R. A. Clymer; Florence Burlin
Editorial Writer—R. A. Clymer
Society—Loretta Dietz

EMPORIA (Kan.), GAZETTE (e)
Advs. Not Accepted: Vending machine; classified help out of town.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—R. M. Roberts
Book—E. T. Lowther
Business-Financial—T. F. McDaniel
Editorial Writers—E. T. Lowther; W. L. White
Farm—T. F. McDaniel
Fashion—Wilma Dabbs
Food—Wilma Dabbs
Garden—Mrs. Bert Brickell
Librarian—Mrs. Janet Cleveland
Motion Picture-Theatrical—T. F. McDaniel
Music—Theo. Owen
Photo. Dept. Mgr.—R. C. Call
Picture Editor—Ted McDaniel
Real Estate—Russell Roberts
Travel—E. T. Lowther
Society—Elsie Wells

FORT SCOTT (Kan.), TRIBUNE-MONITOR (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back-to-school (Aug.); County fair (Aug.); Home improvement (April); Agriculture (Feb.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food edition Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—G. W. Marble
Farm—H. V. Cowan
Photo. Dept. Mgr.—Keith Sheldon
Society—Marian Amott

GARDEN CITY (Kan.), TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring (Mar.-Apr.); Back-to-School (Aug.); Christmas (Nov.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
Radio Station Affiliation: KIUL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murphy
Book—Joan George
Business-Financial—Paul Murphy
Church—Pat Finney
Columnists—Joan George; Paul Murphy
Editorial Writer—Paul Murphy
Education—Pat Finney
Farm—Joan George
Fashion—Pat Finney
Food—Pat Finney
Motion Picture-Theatrical—Pat Finney
Photo. Dept. Mgr.—Jay Crook
Society—Pat Finney

GOODLAND (Kan.), NEWS (e) (S)
Split Run Advertising: Georgraphically.
Special Editions: Better Homes (May); Back-to School (Aug.); Pre-Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to B. G. Robinson.

GREAT BEND (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Oil Appreciation (Oct.); Back to School (Aug.); Early Christmas Shopping (Nov.).
No Editions: Christmas; July 4th.
Radio Station Affiliation: KVGB.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. L. Townsley
Aviation—W. L. Townsley
Book—Paul R. Conrad
Business-Financial—Ben H. Emerson
Cartoonist—Elmer Rush
Editorial Writers—W. L. Townsley; Paul R. Conrad
Education—Paul R. Conrad
Farm—Everett Brown
Food—Dorthy Bowman
Garden—Everett Brown
Librarian—Janette Tracy
Motion Picture-Theatrical—Leo Reynolds
Photo. Dept. Mgr.—J. R. McLeland
Picture Editor—J. R. McLeland
Radio-Television—Spec Reynolds
Society—Janette Miller

HAYS (Kan.), NEWS (e) (S)
Run-of-Paper Color Advs.: Black and 1 color (up to 2352 lines).
Sunday color comics carried.
Special Editions: Auto (Apr. or May).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Snow
Book—Gilbert Kuhn
Business-Financial—Bob Roter
Church—Jean Lambert
Columnist—Leota Motz
Editorial Writer—Frank Motz
Farm—Bob Roter
Fashion—Leota Motz; Madena Chittenden
Food—Leota Motz
Garden—Leota Motz; Madena Chittenden
Motion Picture-Theatrical—Jean Lambert; Robert Giebler
Photo. Dept. Mgr.—Bob McFarlin
Picture Editor—Bob McFarlin
Society—Leota Motz; Madena Chittenden

HUTCHINSON (Kan.), NEWS (d) (Sat m) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ted Blankenship

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HUTCHINSON (Kan.) NEWS—Cont'd

Aviation—R. E. Coldren
Book—John McCormally
Church—David Larson
Columnists—John P. Harris; John McCormally; E. Lawson May; Dorothy Greve; Lois Cross; Alvin Dumler; Herbert Waggoner; Fred Mendell
Editorial Writers—John P. Harris; John McCormally
Education—David Larson
Farm—Don Kendall
Fashion—Dorothy Greve
Food—Dorothy Greve
Garden—Don Kendall
Librarian—Lillian Peterson
Motion Picture-Theatrical—Fred Wulfekuhler
Music—Herbert Waggoner
Photo. Dept. Mgr.—Fred Wulfekuhler
Picture Editor—Fred Wulfekuhler
Radio-Television—Fred Wulfekuhler
Travel—E. Lawson May
Society—Dorothy Greve

INDEPENDENCE (Kan.), REPORTER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Every Day.
Sunday color comics carried.
Advs. Not Accepted: Mail order.
Special Editions: Recipe (Jan.); "Your Home Today" (Apr.) Student Employment (May); Back to School (Aug.); Oil Progress (Oct.); Christmas Opening (Nov.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. A. Meyer, Jr.
Church—M. S. Boner
Columnists—H. A. Meyer, Jr.; Dick Hardy; Ira Stockebrand
Editorial Writers—H. A. Meyer, Jr.; M. S. Boner
Fashion—Barbara Combs
Food—Barbara Combs
Garden—M. S. Boner
Motion Picture-Theatrical—H. A. Meyer, Jr.
Picture Editor—H. A. Meyer, Jr.
Society—Barbara Combs

IOLA (Kan.), REGISTER (e)
Advs Not Accepted: Whiskey, Wine.
No Editions: Christmas; Labor Day; Memorial Day; July 4th; Thanksgiving.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Lynn
Church—Mrs. Arnita Lawrence
Editorial Writer—Angelo Scott
Farm—E. E. Lynn
Photo. Dept. Mgr.—Emerson Lynn
Picture Editor—Emerson Lynn
Society—Mrs. Arnita Lawrence

JUNCTION CITY (Kan.), UNION (e)
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Lee Rich
Personnel Manager—Lee Rich
Society—Marianne Neal

KANSAS CITY (Kan.), KANSAN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Anniversary Edition (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Ruth Riley
Columnist—Mrs. May J. McGuire
Credit Mgr.—H. L. McKee
Editorial Writers—John H. Stauffer; Don Ballou
Photo. Dept. Mgr.—John E. Riley
Society—Ruth Burns

LARNED (Kan.), TILLER and TOILER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Hal Evans
Editorial Writer—Harold C. Evans
Society—Mrs. Nellie Black

LAWRENCE (Kan.), JOURNAL-WORLD (e)
Advs. Not Accepted: Liquor; beer.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Starkey
Book—Lee Sheppeard
Columnists—Earl Morey; Jack Zimmerman; Bill Mayer; Ruth Lewis; Dolph C. Simons, Jr.
Editorial Writer—Bill Mayer
Fashion—Genevieve Balyeat
Librarian—Lee Sheppeard
Music—Criss Simpson
Personnel Mgr.—Leo L. Eller
Photo. Dept. Mgr.—Bill Snead
Society—Genevieve Balyeat

LEAVENWORTH (Kan.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Tues., Wed., Fri.
Advs. Not Accepted: Mail order nursery stock; vending machines.
No Editions: National holidays falling on Tues., Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Laura Scheerer
Editorial Writer—R. E. Embleton
Food—Al. Peterson
Photo. Dept. Mgr.—J. H. Johnston, III
Society—Laura Scheerer

LIBERAL (Kan.), SOUTHWEST TIMES (e)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back to School (Aug.); Oil Progress (Jan.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arnold Ericson
Book—Maurine Tate
Cartoonist—Harry Chrisman
Church—Arnold Ericson
Columnist—Maurine Tate
Credit Mgr.—Bert H. Powell
Editorial Writer—Kenneth Powell
Education—Joe Cannon; Dan Parkinson
Farm—Dan Parkinson; Arnold Ericson
Fashion—Maurine Tate
Food—Maurine Tate
Librarian—Eulala Keller
Motion Picture-Theatrical—Kenneth Powell
Music—Charlie Hayes
Photo. Dept. Mgr.—Joe Cannon
Picture Editor—Joe Cannon.
Travel—Arnold Ericson
Society—Maurine Tate

McPHERSON (Kan.); REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back to School (Aug.); Christmas (Apr.); 4-H Club (Apr.); Oil Edition (Oct.).
No Editions: Publish early all holidays ex. Sun.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: KNEX.

MANHATTAN (Kan.), MERCURY (e ex. Sat.).
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-school (Aug.); Spring fashion (Mar.); Fall fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Yes
Radio Station Affiliation: K M A N
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Colvin
Aviation—W. A. Colvin
Book—W. A. Colvin
Business-Financial—W. A. Colvin
Church—Jack Woodman
Columnist—W. A. Colvin
Credit Mgr.—Leon Sanders
Editorial Writer—W. A. Colvin
Education—Richard Fensler
Farm—W. A. Colvin
Fashion—Charlotte Mutschler
Food—Charlotte Mutschler
Garden—Charlotte Mutschler
Librarian—Alverta Mildfelt
Motion Picture-Theatrical—Jack Woodman
Music—Jack Woodman
Personnel Mgr.—Leon Sanders
Photo. Dept. Mgr.—W. A. Colvin
Picture Editor—W. A. Colvin
Radio-Television—Jack Woodman
Real Estate—W. A. Colvin
Travel—Richard Fensler
Society—Charlotte Mutschler

NEWTON (Kan.), KANSAN (e)
Run-of-Paper Color Advs.: 2 color. Back page only.
Daily color comics carried.
Advs. Not Accepted: Liquor; mail order.
No Editions: Memorial Day; New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Leo Steinkirchner
Editorial Writer—C. W. Kirton
Farm—Bill Kirton
Society—Carol Argood

NORTON (Kan.), TELEGRAM (e)
Advs. Not Accepted: Liquor; beer; wine.
Special Editions: Thanksgiving; Christmas.
No Editions: New Years; July 4th; Thanksgiving; Memorial Day; Armistice Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Ken Johnson.

OTTAWA (Kan.), HERALD (e)
Special Editions: Farm Edition (Mar.); Dairy Edition (June); Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. W. Phillips
Aviation—L. W. Phillips
Book—Lois Smith
Business-Financial—Robt. Wellington
Church—Robt. Wellington
Editorial Writer—Robt. Wellington
Education—Robt. Wellington
Farm—L. W. Phillips
Fashion—Lois Smith
Food—Lois Smith
Garden—Lois Smith
Librarian—Lois Smith
Motion Picture-Theatrical—Chas. Langdon
Music—Lois Smith
Photo. Dept. Mgr.—L. W. Phillips
Picture Editor—Robt. Wellington
Radio-Television—Robt. Wellington
Real Estate—Robt. Wellington
Travel—Robt. Wellington
Society—Lois Smith

PARSONS (Kan.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Farm (Feb.); Back to school (Aug.); Fall styles (Sept.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Parker
Aviation—Eugene Parker
Book—Clyde M. Reed
Columnist—Jim Davis
Editorial Writer—Clyde M. Reed
Farm—Jim Davis
Motion Picture-Theatrical—Martin Thomas
Photo. Dept. Mgr.—Kent Cunningham
Real Estate—Eugene Parker

PITTSBURG (Kan.), HEADLIGHT (e); SUN (m) (S)
Sunday and daily color comics carried.
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Spring Style (March); Recipe Section (Feb.); Fall Style (Aug.).
Radio Station Affiliation: KSEK
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—John K. Hay
Church—Jon Herrin
Columnists—K. L. Simons; G. W. Von Schriltz;
Editorial Writer—F. W. Brinkerhoff
Farm—H. O. Taylor
Photo. Dept. Mgr.—K. L. Simons
Society—Donna McCullough

PRATT (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color daily.
Special Editions: Pride (June).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert I. Lauffer
Aviation—Robert I. Lauffer
Book—Ruth Nossaman
Business-Financial—Robert I. Lauffer
Church—Ruth Nossaman
Columnists—Charles Pratt; Robert I. Lauffer
Editorial Writer—Robert I. Lauffer
Farm—Robert I. Lauffer
Fashion—Ozelle Baker
Food—Ozelle Baker
Garden—Mrs. Ernest Hilliard
Librarian—Ruth Nossaman
Motion Picture-Theatrical—Robert I. Lauffer
Photo. Dept. Mgr.—Dick Holdren
Picture Editor—Dick Holdren
Radio-Television—Robert I. Lauffer
Society—Ozelle Baker

RUSSELL (Kan.), NEWS (e)
Annual Special Editions: Graduation (May); Rodeo (June); Fair (Aug.); Oil (Oct.); Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allan D. Evans
Aviation—Allan D. Evans
Book—Webster Hawkins
Business-Financial—Russ Townsley
Church—Allan D. Evans
Columnist—Webster Hawkins
Credit Mgr.—Allan D. Evans
Editorial Writer—Russell T. Townsley
Education—Webster Hawkins
Farm—Webster Hawkins
Fashion—Russ Townsley
Food—Russ Townsley
Garden—Russ Townsley
Librarian—Webster Hawkins
Motion Picture-Theatrical—Allan D. Evans
Music—Russ Townsley
Personnel Mgr.—Allan D. Evans
Photo. Dept. Mgr.—Russ Townsley
Picture Editor—Russ Townsley
Radio-Television—Russ Townsley
Real Estate—Allan D. Evans
Travel—Russ Townsley
Society—Ann Schuler

SALINA (Kan.), JOURNAL (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KSAL
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Whitley Austin
Church—Jacquelyn Eves
Columnist—Glenn Williams
Credit Mgr.—Arlo Robertson
Editorial Writer—Whitley Austin
Education—A. I. Van Cleave
Farm—Thayne Smith
Fashion—Wilda Dillet
Food—Lil Johnson
Garden—Lil Johnson
Motion Picture-Theatrical—Fred Brooks
Photo. Dept. Mgr.—Wilbur Hess
Picture Editor—Glenn Williams
Radio-Television—John Schmiedeler
Society—Jacquelyn Eves

TOPEKA (Kan.), CAPITAL (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Radio Station Affiliation: WIBW.
Television Station Affiliation: WIBW-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mary Schroder
Aviation—Mary Schroder
Book—Milton Tabor
Business-Financial—Mary Schroder
Cartoonist—Hubert Undorf
Church—Georgia Foster
Columnists—Peggy Greene; Clif Stratton; Jim Reed, Milton Tabor; Ada Montgomery; Charles Pearson; Bob Riley
Credit Mgr.—Theodore F. Beatty
Editorial Writers—Milton Tabor; Jim Reed
Education—Nelson Ober
Farm—John Watson
Fashion—Ada Montgomery
Food—Ada Montgomery
Garden—John Watson
Librarian—Nellie Jones
Motion Picture-Theatrical—John Watson
Music—Mildred McKee
Photo. Dept. Mgr.—Rich Clarkson
Picture Editor—Bob Riley
Radio-Television—Georgia Foster
Real Estate—Mary Schroder
Travel—John Watson
Society—Ada Montgomery

TOPEKA (Kan.), STATE-JOURNAL (e)
Sunday color comics carried.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gay Kalbfleisch
Aviation—Clayton Lloyd
Book—Tom Kiene
Business-Financial—R. E. Lewis
Columnists—Gordon Martin; Tom Kiene
Credit Mgr.—Theodore F. Beatty
Editorial Writer—Joe Lee
Fashion—Bernice Milne
Food—Elsye Allison
Garden—Mrs. J. W. Jones
Librarian—Nellie Jones
Motion Picture-Theatrical—Dave Hicks
Photo. Dept. Mgr.—Rich Clarkson
Picture Editor—Lee Porter
Radio-Television—Bernice Milne
Real Estate—R. E. Lewis
Travel—Gordon Martin
Society—Bernice Milne

WELLINGTON (Kan.), NEWS (e)
Special Editions: Wheat Festival (July); Back-To-School (Aug.).
No Editions: New Years; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Dawes
Aviation—Richard Dawes
Book—May Ward
Business-Financial—Stewart Newlin
Church—Robt. Washburn
Columnists—Stewart Newlin; Carolyn Epperson; Bob Washburn; Eddie Shaw
Credit Manager—Lela M. Ogleaby
Editorial Writer—Stewart Newlin
Education—Bob Washburn
Farm—Robt. Washburn
Fashion—Carolyn Epperson
Food—Margaret Newlin
Garden—Margaret Newlin
Motion Picture-Theatrical—Stewart Newlin
Music—Eddie Shaw
Photo. Dept. Mgr.—Robt. Washburn
Picture Editor—Robt. Washburn
Radio-Television—Margaret Newlin
Real Estate—Richard Dawes
Travel—Carolyn Epperson
Society—Carolyn Epperson

WICHITA (Kan.), BEACON (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper
Advs. Not Accepted: Liquor on Sunday.
Special Editions: Progress Ed. (Aug.).
Magazine Section Carried: American Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Taggart
Aviation—Gilbert Rector
Business-Financial—Sid Coleman
Church—Peggy Haley
Credit Mgr.—J. J. Crittenden
Librarian—Polly Parsons
Photo. Dept. Mgr.—Jerry Clark

WICHITA (Kan.), EAGLE (m) (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Thurs (e); Fri. (m); household Wed (e).
Radio Station Affiliation: KFH.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Vance Arbuckle (m); David S. Hudson (e)
Book—L. F. Kimmel (m) (e) (S)
Business-Financial—Bruce Behymer (m) (e) (S)
Cartoonist—Ben Hammond (m) (e) (S)
Church—Dr. Albert E. Kirk (m) (e) (S)
Credit Mgr.—Royce Sehnert
Editorial Writers—L. F.Kimmel (m) (e) (S); Clarke Thomas (m) (e) (S); Martin Perry (m) (e) (S)
Education—Loren King (m) (e) (S)
Farm—Bruce Behymer (m) (e) (S)
Fashion—Dorothy Deal (m) (S)
Food—Kathleen Kelly (e) (S)
Garden—Ruth Meyer (m) (S)
Librarian—Ben Hammond (m) (e) (S)
Motion Picture-Theatrical—Lovenia Lindberg (m) (e) (S)
Music—Lovenia Lindberg (m) (e) (S)
Photo. Dept. Mgr.—Robert Ames (m) (e) (S)
Radio-Television—Robt L. Tonsing (m) (e) (S)
Real Estate—Ruth Meyer (m) (e) (S)
Society—Mary McLean (m) (e) (S)

KENTUCKY

ASHLAND (Ky.), INDEPENDENT (e) (S)
Daily & Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Thursday, Sunday.
Advs. Not Accepted: Indecent or illegal.
Special Editions: Spring Style (Mar.); Back to School (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. L. Mobayed
Aviation—C. J. Fox
Business-Financial—J. T. Norris
Columnists—J. T. Norris; James Patrick; Tom Galligher
Editorial Writers—J. T. Norris; R. A. McCullough
Education—R. L. Mobayed
Farm—William Williams
Food—R. L. Mobayed
Photo. Dept. Mgr.—Robert McCullough

BOWLING GREEN (Ky.), PARK CITY NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. ex. Thurs.
Sunday color comics carried.
Special Editions: Bowling Green Days (Feb. Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Elizabeth T. Thomas
Editorial Writers—J. Ray Gaines; Wm. O. Skinner; Robert W. Dickey; Larry Hamby
Photo. Dept. Mgr.—Wm. O. Skinner
Society—Elizabeth T. Thomas

CORBIN (Ky.), TRIBUNE (e); TIMES (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor, wine, beer.
Special Editions: Christmas Greeting (Dec.).
No Editions: July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCTT.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John L. Crawford; Jim Lee Crawford (sports)
Editorial Writer—John L. Crawford
Farm—John L. Crawford
Photo. Dept. Mgr.—Foley Ruggles

COVINGTON (Ky.), POST (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Green
Book—Carl Saunders
Church—Joseph Carr
Editorial Writer—Carl A. Saunders
Farm—Carl Saunders
Fashion—Margaret Arnim
Food—Margaret Arnim
Librarian—James Caudill
Motion Picture-Theatrical—Burl Russell
Photo. Dept. Mgr.—Russell Manuel
Society—Margaret Arnim

DANVILLE (Ky.), ADVOCATE-MESSENGER (e ex. Sat.)
Sunday color comics carried.

FRANKFORT (Ky.), STATE JOURNAL (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Vending Machines.
Special Editions: Capital Value Days (Aug. Feb.); Christmas Santa Hunt (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Swift
Aviation—Phil Swift
Book—Phil Swift
Business-Financial—James Hawkins
Columnist—Zan Oberwarth

(Continued on Page 196)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KENTUCKY—Cont'd

(Continued from Page 195)

FRANKFORT (Ky.) STATE JOURNAL—Cont'd

Editorial Writers—Zan Oberwarth; Phil Swift; James Hawkins; N. A. Perry, Jr.
Education—Phil Swift
Farm—Zan Oberwarth
Fashion—Dorothy Darnell
Garden—Zan Oberwarth
Picture-Editor—Phil Swift
Society—Dorothy Darnell

FULTON (Ky.), LEADER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; Vyron W. Mitchell

GLASGOW (Ky.), DAILY TIMES (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Leonard Kelsay
Radio-Television—A. Rogers
Real Estate—Dan Taylor

HARLAN (Ky.), ENTERPRISE (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Black Diamond Festival (Sept.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe and Household Hint columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—S. C. Van Curon
Editorial Writers—S. C. Van Curon; Springer Hoskins
Society—Mabel Collins

HENDERSON (Ky.), GLEANER AND JOURNAL (m ex. Mon) (S)
Sunday color comics carried.
Syndicated Magazine Section Carried: Herald-Tribune.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Francele Armstrong; W. G. Schoepflin; Meelicent B. Quinn; Ted Bean; Archie Riehl
Editorial Writer—Francele H. Armstrong
Farm—Francele H. Armstrong
Radio-Television—Hugh E. Sandefur (m) (e) (S)
Society—Meelicent B. Quinn

HOPKINSVILLE (Ky.), NEW ERA (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKOA.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Robt. D. Moseley
Editorial Writer—F. W. Fink
Farm—Bob McGaughey
Photo. Dept. Mgr.—Harvey Reeder
Society—Anneta Zander

LEXINGTON (Ky.), HERALD (m); LEADER (e); HERALD-LEADER (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Fortune tellers; money solicitations.
Special Editions: Blue Grass Review (Jan.); Spring Fashions (Mar.); Home & Garden (Apr.); Back-to-School (Aug.); Home Fashions (Sept.); Christmas Gifts (Nov.).
Food and/or Household Dept.: Thurs.; Fri.; Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. W. Mann
Note: Mail addressed to Departmental Editors should be sent to Lexington Herald-Leader Co.

LOUISVILLE (Ky.), COURIER JOURNAL (m) (S); TIMES (e)
Run-of-Paper Color Advs.: 1 color. Tuesday through Sat. (m); Mon. through Friday (e); Womens section only (S).
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: See Kentucky (Apr.)
No Editions: (e only) New Years; Decoration Day; July 4th; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHAS
Television Station Affiliation: WHAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mary C. Bingham (m) (S); Anne Garrison (e)
Business-Financial—Sol Schulman (m) (S); Bernard W. Gratzer (e)
Cartoonists—Grover Page (m) (S); Robert York (e)
Church—Ora Spaid (m) (S)
Columnists—Allan Trout (m) (S); Bill Ladd (m) (S); Earl Ruby (m) (S); B. M. Atkinson, Jr. (e); Ken Taylor (e); Dean Eagle (e); Marvin Gay (e); B. W. Gratzer (e); Larry Fox (e); Kelly Cocanougher (e)
Credit Mgr.—Eric D. Bridges
Editorial Writers—Barry Bingham; Russell Briney; Molly Clowes; Tarleton Collier; Weldon James; John Ed Pearce (all m & S); George Burt (e); Norman Johnson (e); James Hutto (e)
Education—Jean Howerton (m) (S); James S. Pope, Jr. (e)
Farm—E. W. Kieckhefer (m) (S)
Fashion—Mildred Lensing (m) (S); Helen Leopold (e)
Food—Cissy Gregg (m) (S); Alice Hopkins (e)
Garden—Cissy Gregg (m) (S); Helen Leopold (e)
Librarian—Ralph Shoemaker
Motion Picture-Theatrical—Boyd Martin (m) (S); Eugene Lees (e)
Music—William Mootz (m) (S); Eugene Lees (e)
Personnel Mgr.—Cleve Rumble
Photo. Dept. Mgr.—William Davis
Picture Editor—Cary Robertson (S); A. A. Daugherty (e)
Radio-Television—Bill Ladd (m) (S); William Rollins (e)
Real Estate—Grady Clay (m) (S); B. W. Gratzer (e)
Travel—Harry Shaw (m) (S)
Society—Helen Burnett (m) (S); Mrs. K. T. Smith (e)

MADISONVILLE (Ky.), MESSENGER (e)
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFMW.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edgar Arnold; Edgar Arnold, Jr.
Farm—Albert Larmouth
Photo. Dept. Mgr.—Eddie Gaines
Society—Hylda Long Weldon

MAYFIELD (Ky.), MESSENGER (e)
No Editions: New Year's; July 4th; Thanksgiving; Christmas
Food and/or Household Dept.: Farm Page, Mondays; Food Section on Thursday.

MAYSVILLE (Ky.), INDEPENDENT (m)
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Tobacco (Oct.); Merchants (spring & fall); Holiday (Christmas-New Year).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—George B. Purdon
Editorial Writers—Martha Comer; Paul Minch, Jr.
Education—Paul Minch
Farm—Paul Minch
Librarian—Emma Reynolds
Picture Editor—Paul Minch
Society—Jackie Ormes

MIDDLESBORO (Ky.), NEWS (e)
Split Run Advertising: Geographically.
Annual Special Editions: Easter (Feb.); Travel and Outdoor (May); Food-Appliance (June); Christmas (Nov.).
No Editions: Christmas; July 4th; New Years.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WMIK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Burchfield
Book—Helen Henry
Business-Financial—W. E. Harkington
Church—Helen Henry
Editorial Writer—W. E. Harkington
Farm—W. E. Harkington
Fashion—Helen Henry
Food—Helen Henry
Photo. Dept. Mgr.—Helen Henry
Travel—M. K. Henry
Society—Helen Henry

MURRAY (Ky.), LEDGER & TIMES (e)
Advs. Not Accepted: Liquor; beer.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; James C. Williams
Society—Mrs. Jo Burkeen
Address other editorial correspondence to J. C. Williams.

OWENSBORO (Ky.), MESSENGER and INQUIRER (d) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Daily & Sunday color comics carried.
Special Editions: Year's End (Dec.).
Radio Station Affiliation: WOMI & WOMI-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Cummings
Aviation—Emmett Rogers
Business-Financial—Emmett Rogers
Church—Mabel D. Brown
Columnists—L. D. Gasser; Merrill M'Cord
Editorial Writers—Lawrence W. Hager, Sr.; Larry Hager
Education—Margaret Morgan
Farm—Christine Edge
Fashion—Margaret Morgan
Food—Margaret Morgan
Garden—Margaret Morgan
Librarian—Frankie Hager
Motion Picture-Theatrical—Mrs. L. D. Gasser
Music—Margaret Morgan
Photo. Dept. Mgr.—Frank Abrams, Jr.
Picture Editor—Mrs. L. D. Gasser; James T. Whitmer
Radio-Television—Christine Edge
Real Estate—Larry Hager
Travel—Larry Hager
Society—Mabel D. Brown

PADUCAH (Ky.), SUN-DEMOCRAT (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail Order.
Special Editions: Pre-Christmas (Nov.).
Food and/or Household Dept.: Thursday food section; Tuesday home page (Building).
Syndicated Magazine Section Carried: Family Weekly. Monday Farm Page.
TV Station Affiliation: WPSD-TV Channel 6.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Virginia Jones
Church—Rev. Charles Bunce
Columnists—Hall Allen; William Powell; Don Pepper; Jim Phillips
Credit Mgr.—Harold F. Wahl

The "Strikes" Are Here If You'll Just Angle for Them Through The Paducah Sun-Democrat

Bass or sales "strikes"—you get 'em both in the Kentucky Lake area around Paducah.

You can get 'em on black-and-white or colored lures—either the bass or the sales. The Sun-Democrat offers you full color facilities for better advertising results.

Retail sales in The Sun-Democrat's 14-county trading area totalled $195,000,000 in 1956, a right remarkable jump from the $130,000,000 of 1950. They jumped for several good reasons—

Payroll of the AEC's atomic energy plant here is about $10,000,000. The growing chemical industries at nearby Calvert City continue to grow. The many other industries in the area are doing well. Kentucky Dam and Lake continue as one of the nation's top tourist attractions. And this area is a world leader in electric power production.

Take advantage of the sales-through-advertising possibilities in this area.

Get your sales "strikes" through The Paducah Sun-Democrat. ABC City Zone, 52,016.

The Paducah Sun-Democrat

Natl. Representative: Burke, Kuipers & Mahoney

Owners of WPSD-TV (NBC), John E. Pearson, Rep.

PADUCAH, KY.

Kentucky Lake is the largest man-made body of water in the world

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PADUCAH (Ky.) SUN-DEMOCRAT—Cont'd

Editorial Writers—E. J. Paxton, Jr.; Joseph La Gore; Hall Allen; Bill Powell; Preston Kennedy; Fred Paxton
Farm—Jim Phillips
Food—Pauline Henry
Music—Hal Allen
Personnel Manager—Frank R. Paxton
Photo. Dept. Mgr.—Harrison Brown
Real Estate—Joe La Gore
Society—Mrs. Odie Anderson

PARIS (Ky.), ENTERPRISE (e ex. Sat.)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Sanford Alverson
Personnel Manager—Mrs. J. M. Alverson, Jr.

RICHMOND (Ky.), REGISTER (e)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lillian Bee
Columnist—Randall Fields
Editorial Writer—Shelton M. Saufley
Fashion—Lillian Bee
Food—Lillian Bee
Garden—Lillian Bee
Photo. Dept. Mgr.—Randall Fields
Picture Editor—Randall Fields
Society—Lillian Bee

LOUISIANA

ALEXANDRIA (La.), TOWN TALK (e)
Run-of-Paper Color Advs.: 3 colors and black. Daily
Special Editions: Fishing Section (May); Freezer Section (June); Back-to-School (Aug.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe D. Smith
Business-Financial—Cecil Williams; Adras Laborde
Columnist—Adras Laborde
Credit Mgr.—George B. Marshall
Editorial Writer—Adras Laborde
Education—Richard Merkle
Farm—Richard Merkle
Fashion—Ethel Holloman
Food—Elizabeth Norwood
Garden—Ethel Holloman
Librarian—Elizabeth Norwood
Society—Ethel Holloman

BASTROP (La.), ENTERPRISE (e)
Sunday color comics carried.
Special Editions: Fair Edition (Sept.); Gin Whistle (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KTRY.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Elizabeth Mitchell
Editorial Writer—Nathan Bolton
Farm—James Rider
Fashion—Mrs. Elizabeth Mitchell
Food—Mrs. Elizabeth Mitchell
Garden—Mrs. Elizabeth Mitchell
Travel—Nathan Bolton
Society—Mrs. Elizabeth Mitchell

BATON ROUGE (La.), STATE-TIMES (e) MORNING ADVOCATE (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Special Editions: School (Aug.); Fashion (Mar.); Fashion (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.; Fri.
Radio Station Affiliation; WJBO & WBRL-FM and WBRZ (TV)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. P. Elliott (m) (e) (S)
Book—Charles East (m) (S)
Columnists—Bob Scearce (m); Jerry Breaux (e); Bud Montet (m); Dan Hardesty (e)
Credit Mgr.—M. E. Nettles
Editorial Writers—Charlie Price (m); Ed Stagg (e)
Food—Ann Magee (m) (e)
Garden—Al Alleman (m) (e)
Librarian—Lou Thomas (m) (e)
Motion Picture-Theatrical—Charles Magee (S)
Personnel Mgr.—C. P. Liter
Photo. Dept. Mgr.—Ken Armstrong (m) (e) (S)
Radio-Television—Charles Magee (S)
Society—Pat Tessier (m) (S); Pat Mengert (e)

BOGALUSA (La.), NEWS (e) (S)
Sunday color comics carried.
No Editions: Jan.1; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bob Landry; Lou Major
Editorial Writer—Halford R. Houser

CROWLEY (La.), SIGNAL (e)
Run-of-Paper Color Advs.: 1 color and black (Full page only).
Special Editions: Future Farmers of America (Feb.); Building (Mar.); 4-H (Apr.); Cook Book (Oct.).
No Editions: New Years; July 4th; Thanksgiving; Christmas; Rice Festival Day in October.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gene Griffin
Book—D. J. Wilkins
Business-Financial—Jonn R. Harrah
Columnists—H. I. Mitchell; Fred H. Bandy; Dudley J. Wilkins
Editorial Writers—Max Thomas; John R. Harrah
Education—H. I. Mitchell
Farm—Fred H. Bandy
Fashion—Mrs. Wanda C. Lafleur
Food—Mrs. Wanda C. Lafleur
Garden—Miss Dixie Lyons
Librarian—Miss Norma Guillot
Music—F. H. Bandy
Photo. Dept. Mgr.—A. J. Romero
Picture Editor—H. I. Mitchell
Radio-Television—Mrs. L. J. Cart
Real Estate—Mrs. L. J. Cart
Travel—M. J. Thomas
Society—Mrs. Rosalee Landry

JENNINGS (La.), NEWS (e ex. Sat)
Daily color comics carried.
Special Editions: Christmas (Dec.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harvey Laing
Aviation—Harvey Laing
Book—Harvey Laing
Business-Financial—Harvey Laing
Church—Miss Elza Stewart
Columnist—Harvey Laing
Editorial Writers—Robert D. Miller; Harvey Laing
Education—Harvey Laing
Farm—Harvey Laing
Fashion—Miss Elza Stewart
Food—Miss Elza Stewart
Garden—Miss Elza Stewart
Librarian—Miss Elza Stewart
Motion Picture-Theatrical—Harvey Laing
Music—Harvey Laing
Photo. Dept. Mgr.—Harvey Laing
Picture Editor—Harvey Laing
Real Estate—Harvey Laing
Travel—Harvey Laing
Society—Miss Elza Stewart

LAFAYETTE (La.), ADVERTISER (e ex. Sat); (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Radio Station Affiliation: KVOL AM-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Lydia Krauss

LAKE CHARLES (La.), LAKE CHARLES AMERICAN PRESS (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Sunday color comics carried.
Special Editions: Back to School (Aug.); Oil Progress (Oct.); Spring Fashions (Mar.); Automobile (Jan.); What's New for Christmas (Dec.); Outdoor Living (June); City Wide Clearance (July); Lake Charles Bargain Days (Sept.); Fall Home Furnishings & Household Appliance (Oct.); New Fall Fashions-Women's, Men's, Children's, Shoes (Sept.)
No Editions: Christmas
Food and/or Household Dept.; Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd McMahon
Cartoonist—Ernest Kohnke
Church—Fritzi Krause
Columnists—Kenneth L. Dixon; Truman Stacey; Beatrice North
Credit Mgr.—Maynard Woodnatch
Editorial Writers—Kenneth L. Dixon; Gene Hughes
Fashion—Beatrice North
Food—Beatrice North
Garden—Georgia Moritz
Motion Picture-Theatrical—Beatrice North
Personnel Manager—J. W. Jackson
Picture Editor—Sam Guillory
Radio-Television—Beatrice North
Society—Beatrice North

MONROE (La.), MORNING WORLD (m); NEWS-STAR (e); MORNING WORLD (S)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Vending machines; out of town mail order.
Special Editions: Air Conditioning (June); Operation Snowflake (Dec.); Back-to-School (Aug.).
Food and/or Household Dept.: Thurs. N-S; Fri. W.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allen Young (m) (e) (S)
Aviation—Oland Silk (m) (e) (S)
Book—Jack Gates (S)
Business-Financial—Leon Marx (m) (e) (S)
Church—H. H. Brinsmade (m) (e) (S)
Columnists—H. H. Brinsmade (m) (e) (S)
Credit Mgr.—Jack R. Taylor
Education—Lilah Rabun (m) (e) (S)
Farm—Jimmy Hatten (m) (e) (S)
Fashion—Catherine Giddings (m) (e) (S)
Food—Reca Bamburg (m) (e) (S)
Garden—Lilah Rabun (m) (e) (S)
Librarian—Beverly Albritton
Music—John Cale (m) (e) (S)
Photo. Dept. Mgr.—John Fogleman (m) (S)
Picture Editor—Leon Marx (m) (S); Oland Silk (e)
Radio-Television—Bill Hardin (m) (e) (S)
Travel—Bill Hardin (m) (e) (S)
Society—Mary Gray (m) (S); Catherine Giddings (e)

NEW IBERIA (La.), IBERIAN (e)
Daily color comics carried.
Special Editions: Creole-Cajun Cookery (Mid-Sept.) Oil Progress.
No Editions: Thanksgiving; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Owen Neustrom
Aviation—Tracy Pliler
Book—M. A. Wolcott
Business-Financial—M. A. Wolcott
Church—Barbara Burke
Columnists—M. A. Wolcott
Editorial Writer—M. A. Wolcott
Education—Ray Broussard
Farm—Ray Broussard
Fashion—Barbara Burke
Food—M. A. Wolcott
Garden—Barbara Burke
Music—Barbara Burke
Oil—Tracy Pliler
Photo. Dept. Mgr.—Tracy Pliler
Picture Editor—Tracy Pliler
Radio-Television—Marie Wolcott
Real Estate—M. A. Wolcott
Society—Barbara Burke

NEW ORLEANS (La.), ITEM (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday except Sat.
Sunday color comics carried.
Special Editions: Year End Review (Jan.); Mardi Gras Edition (Feb.); Louisiana Automobile Dealers Assoc. Section (March); Baseball Section (April); Vacation Guide (May); Soap Box Derby (July); Back to School Section (Aug.); National Home Week; Football promotion (Sept.); Oil Progress Section (Oct.); Thanksgiving & opening of Fair Grounds; Christmas Gift Guide (Nov.); Sugar Bowl Edition (Dec.).
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food page Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. A. McColloster
Aviation—Jerry Cohen
Book—James A. Wobbe
Business-Financial—Edward Desobry
Church—Herman Drezinski
Columnists—Hermann Deutsch; T. R. Liuzza; Thomas Griffin
Credit Mgr.—W. E. Leonard
Editorial Writers—George Chaplin; George Porter
Education—Jerry Cohen
Fashion—Laurraine Goreau
Food—Mary Crossley
Garden—Laurraine Goreau
Librarian—Warren Nardell
Motion Picture-Theatrical—William Reed
Music—Frank Gagnard
Photo. Dept. Mgr.—William Sadlier
Picture Editor—Les Bennett
Radio-Television—T. R. Liuzza
Real Estate—T. R. Liuzza
Travel—Jere Wales
Society—Burdette Westfeldt

NEW ORLEANS (La.), TIMES-PICAYUNE (m); STATES (e); TIMES-PICAYUNE-STATES (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Sunday color comics carried.
Magazine Section Carried: This Week.
Group Membership: Jessie's Notebook; Nancy Sasser; Metropolitan Group.
Food and/or Household Dept.: Food pages Thurs.
Radio Station Affiliation: WTPS
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles Wesch (m) (S); Stanley Dodds (e)
Business-Financial—Stanley Dodds (m) (e) (S)
Cartoonists—Keith Temple (m) (S); John Chase (e)
Church—Wesley Jackson (m) (S); Shirley Rhode (e)
Columnists—Ed Brooks (m) (S); Howard Jacobs (m) (S); Pete Baird (m) (S); Pie Dufour (e); Ruth Sullivan (e)
Credit Mgr.—Thomas J. Adams
Editorial Writers—Harold P. McCall (m) (S); William McKinley Darling (m) (S); Joe Carmichael (m) (S); Daniel F. Galouye (e); Russ Kintzley (e); Francis Weller (e)
Education—Miss Acel Mitchell (m) (S); Georgia Burrous (e)
Farm—Frank L. Schneider (m) (S)
Fashion—Ann Audubon (m); Julie Mayhew (S); Rose Kahn (e).
Food—Julie Bowes (m) (S); Rachel Daniel (m); Caroline Cook (e)
Garden—Rachel Daniel
Librarian—Hugh W. Smith (m) (e) (S)
Motion Picture-Theatrical—Sim Myers (m) (S); Bob Sublette (e)
Music—Sim Myers (m) (S); Charles L. Dufour (e)
Photo. Dept. Mgr.—Wilfred d'Aquin (m) (e) (S)
Picture Editor—Terrence Smith (m) (S); John Wilds (e)
Radio-Television—Sim Myers (m) (S)
Real Estate—Frank L. Schneider (m) (S)
Travel—Charles Wesch (m) (S)
Society—Mrs. Jacqueline Avegno (m) (S); Lucille Griswold (e)

OPELOUSAS (La.) WORLD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Wed. & Thurs. Sunday.
Sunday color comics carried.
Vending machine and mail order ads, screened before running.
Special Editions: Home Freezer (March); Home & Garden (April); Picnic Edition (July); Yam Festival (Oct.); Air Conditioning (May); Spring Fashion (Apr.); Fall Fashion (Sept.).

(Continued on Page 198)

In New Orleans
Money Talks
In the BILLION DOLLAR retail market of New Orleans, retailers, for years, have placed 75% of all evening paper advertising lineage in The New Orleans ITEM

sell New Orleans with the ITEM
national representatives
SAWYER • FERGUSON • WALKER
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES

the Baton Rouge men stand TALL in the market

Baton Rougeans spend more . . . they have more to spend. Effective buying income of more than $6,300 per family makes an eager market. Sell it with this terrific combination!

State-Times and Morning Advocate
Baton Rouge, La. Represented by The John Budd Co.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LOUISIANA—Cont'd

(Continued from Page 197)

OPELOUSAS (La.) WORLD—Cont'd

No Editions: New Years; Christmas; Thanksgiving; Labor Day; July 4th; Yambilee.
Sunday Magazine & TV Guide.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. R. Thistlethwaite
Church—Lillian Bourdier
Columnists—John Thistlethwaite; Edgar deLesseps
Editorial Writer—John Thistlethwaite
Education—Lillian Bourdier
Farm—J. A. Bourdier
Fashion—Lillian Bourdier
Food—Lillian Bourdier
Garden—Lillian Bourdier
Motion Picture-Theatrical—Edgar deLesseps
Photo. Dept. Mgr.—J. A. Bourdier
Picture Editor—Edgar deLesseps
Travel—Lillian Bourdier
Society—Lillian Bourdier

RUSTON (La.), LEADER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Peach Festival (June); Back To School (Aug.); Christmas Greeting (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: KRUS.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correponsdence to C. E. Faulk

SHREVEPORT (La.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Sunday color comics carried.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles C. Phillips, Jr.
Aviation—Charles C. Phillips, Jr.
Book—Patricia Shelton
Business-Financial—Clarence Coon
Church—Jack Clark
Columnists—Jimmy Bullock; Jerry Byrd
Credit Mgr.—G. S. Pasquier
Editorial Writer—George W. Shannon
Education—Clarence Coon
Fashion—Rose Margaret Harton
Food—Stella Leopold
Garden—Miss Susie Kline
Librarian—Lillie Cella
Motion Picture-Theatrical—Frank Grosjean
Music—Larry Ronson
Photo. Dept. Mgr.—Jack Barham
Picture Editor—Otis Harris
Radio-Television—Lillie Cella
Real Estate—Clarence Coon
Travel—Patricia Shelton
Society—Rose Margaret Harton

SHREVEPORT (La.), TIMES (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Sunday color comics carried.
Food and/or Household Dept.: Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Hewitt
Aviation—Allan Lazarus
Book—Keith Coulbourn
Church—Lynn Kennedy
Columnists—Jack Fiser; Viva Begbie; Pericles Alexander
Credit Mgr.—G. S. Pasquier
Editorial Writer—Don Ewing
Education—Patsi Farmer
Farm—Ray Holland
Fashion—N. Richardson
Food—Bessie Murphy
Garden—Raymond McDaniel
Librarian—Virginia Robicheaux
Motion Picture-Theatrical—Pericles Alexander
Music—Pericles Alexander
Oil Editor—Ray Holland
Photo. Dept. Mgr.—Langston McEachern
Picture Editor—Allan Lazarus
Radio-Television—Pericles Alexander
Real Estate—Al Hewitt
Travel—Keith Coulbourn
Society—Viva Begbie

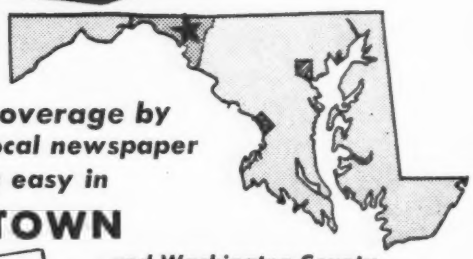
MAINE

AUGUSTA (Me.), KENNEBEC JOURNAL (m)
Special Editions: Industrial (Feb.); Vacation (July).
No Editions: Christmas; July 4th.
Radio Station Affiliation: WGAN
Television Station Affiliation: WGAN-TV Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—May Craig
Credit Manager—Charles Berdan
Editorial Writer—Paul S. Plumer
Farm—Raymond J. Seigler
Photo. Dept. Mgr.—Bruce O. Nett
Society—Ruth Henderson

BANGOR (Me.), NEWS (m)
Run-of-Paper Color Advs.: Up to 2 colors. Optional within week.
Sunday color comics carried.
Special Editions: Industrial (Jan.); Auto Show (Mar.); Farm Edition (Apr.); Oil Progress (Oct.).
Food and/or Household Dept.: Food column on Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bud Leavitt; Owen Osborne
Credit Mgr.—Lewis L. McLeod
Editorial Writer—Roger W. Remington
Farm—Marshall Washburn
Food—Mildred B. Schrumpf
Librarian—Ruth S. Perry
Society—Nelle C. Penley

And now COLOR is available in

MARYLAND'S 2nd MARKET!



Saturation coverage by a dominant local newspaper makes selling easy in

HAGERSTOWN

. . . and Washington County hub of a three-state area

$102,954,000 RETAIL SALES
•
74% above the U. S. Average
•
$5377 per family income
•
27,802 circulation
•
97% city zone coverage

97% family coverage of Hagerstown's prosperous city zone, plus a large coverage of the retail trading area including 5 counties in Pennsylvania and West Va., assures real saturation for advertisers in this key Maryland market. Outside media don't even come close to the HERALD-MAIL's coverage!

The Herald-Mail
HAGERSTOWN, MD.
NATIONAL REPRESENTATIVES BURKE KUIPERS & MAHONEY, INC.

BATH (Me.), TIMES (e)
No Editions: Patriots Day; Memorial Day; Julty 4th; New Years; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—I. A. Trueworthy
Photo. Dept. Mgr.—E. F. Cox

BIDDEFORD (Me.), JOURNAL (e)
No Editions: New Years; Patriots' Day; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer: Timothy J. Mahoney.
Address editorial correspondence to Timothy J. Mahoney.

LEWISTON (Me.), SUN (m) JOURNAL (e)
Advs. Not Accepted: Liquor.
No Editions: (e) May 30; July 4: Labor Day· Thanksgiving Day; Christmas (m).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Faunce Pendexter (e); Edward L. Penley (m)
Editorial Writers—Daniel S. Dexter (e); Edward L. Penley (m)
Food—Margaret M. Mitchell (e); Edith E. Thayer (m)
Magazine Editor—Arch Soutar
Photo. Dept. Mgr.—Geo. M. Wardwell (m) (e)
Society—Edith E. Thayer (m); Margaret M. Mitchell (e)

PORTLAND (Me.), HERALD (m); EXPRESS (e); TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 3 colors. Any day option dates requested.
Sunday color comics carried.
Advs. Not Accepted: Mail Order; C.O.D.
Special Editions: Industrial & Financial (Jan.); State of Maine Ed. (July).
No Editions: (evening only) New Years; Feb. 22; July 4th; Labor Day; Thanksgiving; Memorial Day; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGAN & WGAN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Martelle (S)
Book—Richard Kendall (S)
Business-Financial—Harold Boyle (m) (e) (S)
Cartoonist—William Clark (e) (m) (S)
Church—Calvin Eels (m) Newton Reed (e) (S)
Columnists—Gene Letourneau (m); Arthur Hawkins (e); May Craig (m) (S); Peter Damborg (S)
Credit Mgr.—Dorothy T. Homes
Editorial Writers—Dwight Sargent (m); Edgar Comee (e); Duncan Oliphant (S)
Farm—Arthur Hawkins (m) (e) (S)
Fashion—Jeannette Pomeroy (m) (e) (S)
Food—Jeannette Pomeroy (M) (e) (S)
Garden—Arthur Hawkins (m) (e) (S)
Librarian—Mary Sparrow (m) (e) (S)
Motion Picture-Theatrical—Hal Call (m) (e) (S)
Music—Marshall Bryant (S)
Personnel Mgr.—Charles W. Weaver, Jr.
Photo. Dept. Mgr.—Gardner Roberts
Radio-Television—Hal Call (m) (e) (S)
Real Estate—Richard Kendall (S)
Society—Lynn Liljeholm

WATERVILLE (Me.), SENTINEL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail Order.
Special Editions: Auto Edition (March); Thanksgiving Day Edition; Christmas Edition.
No Editions: Christmas, other holidays vary yearly.
Radio Station Affiliation: WGAN-Portland.
TV Station Affiliation: WGAN-TV-Portland
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Beth Haines
Columnists—Gene LeTourneau; Caleb A. Lewis; James McClay, Jr.
Credit Mgr.—Nathaniel T. Cobb
Editorial Writers—Robert Drake; C. Clayton LaVerdiere; Kenneth Morton; Clifton McMullen; James McClay; Jr.; Harland Durrell; Elizabeth Carter; Lee Allen
Fashion—Elizabeth Carter
Librarian—Beth Haines
Personnel Mgr.—Nathaniel T. Cobb
Photo. Dept. Mgr.—Edward Cragin
Society—Elizabeth Carter

MARYLAND

ANNAPOLIS (Md.), EVENING CAPITAL (e)
Run-of-Paper Color Advs: Up to 2 colors.
Split Run Advertising: Every-other Paper
Special Editions: Spring Fashion (Mar.); Graduation (May); Chesapeake Bay Vacation (June); Back to School (Aug.); Dollar Days (Aug.); Fall Fashion (Oct.); Sales Days (Jan. & July)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Elmer M. Jackson, Jr.
Business-Financial—Elmer M. Jackson, Jr.
Church—Steve Needham
Credit Mgr.—W. Bruce La-Mar
Editorial Writer—Richard H. Elliott
Education—Mrs. Rebecca Wilson
Farm—William H. Smith
Fashion—Helen DeZayas
Librarian—Miss Amelia C. Snyder
Music—A. Stewart Pitt
Personnel Mgr.—Wallace S. Merlette
Photo. Dept. Mgr.—H. C. Clark
Picture Editor—Frank A. Duffy
Radio-Television—Dorothy Macey
Society—Helen DeZayas

BALTIMORE (Md.), NEWS POST (e); AMERICAN (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sunday.
Daily & Sunday color comics carried.
No Editions: Christmas, July 4th.
Food and/or Household Dept.: Graduate economist; Special food writers; Weekly food telecast-WBAL-TV
Radio Station Affiliation: WBAL-NBC
Television Station Affiliation: WBAL-NBC-TV
Syndicated Magazine Section Carried: American Weekly (S).
Group Membership: Puck; Pictorial Review (S); T-Vue Time-color-pocket size (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Reese
Book—Henry Bien (e) (S)
Business-Financial—Pinkney McLean (e) (S)
Cartoonists—Jack Lambert; Tony Frisino; Bob Grams (Sports) (e) (S)
Church—Edwina Anderson (e) (S)
Columnists—Louis Azrael; James Newell; Rodger Pippen; George Taylor: Elizabeth Ober: Lydia Todd; Hugh Trader(e); James C. Mullikin; Neil Eskridge; R. P. Harriss; Nell H. Swanson; Ralph Sybert
Credit Mgr.—J. T. Price
Editorial Writers—James Newell; Ralph Sybert; Neil Swanson; James Connolly; Louis Azrael (e) (S)
Education—Gloria Redding (e) (S)
Fashion—Rosalind W. Bryan (e) (S)
Food—Jane Johnson (e) (S) Frederick P. Stieff
Garden—Thomas Stevenson (e) (S)
Librarian—Earl Pruce (e) (S)
Marine—Frank O'Neill
Motion Picture-Theatrical—Norman Clark (e) (S)
Music—Helen A. F. Penniman (e) (S)
Photo. Dept. Mgr.—Lawrence McNally (e) (S)
Picture Editor—Andrew Knight (e) (S)
Radio-Television—Aldine Bird(e) (S)
Real Estate—Thomas Hughes (e) (S)
Travel—Alexander Gifford (e) (S)
Society—Mrs. Frances Trippe (e) (S)

BALTIMORE (Md.), SUN (m); EVENING SUN (e); SUNDAY SUN (S)
Sunday color comics carried.
Special Editions: Home Section (Sept.); Automobile Sec. (Jan.); Resort Sections (June & Dec.); Business, Industry & Finance (Jan.).
No Editions: July 4th; Christmas.
Magazine Section Carried: This Week
Group Membership: Metropolitan Comics; Metropolitan Gravure
Television Station Affiliation: WMAR-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Trisik (e); Audrey Bishop (S)
Aviation—Albert Schlstedt (m); Walter Ward (e)
Book—A. D. Emmart (e); Hervey Brackbill (S)
Business-Financial—John S. Armstrong (m); John Ward (e); Carroll Williams (m) (S)
Cartoonists—Richard Q. Yardley (m); John Stees (e) (S); Thomas Flannery (e)
Church—Virginia Tracy (e)
Columnists—John Goodspeed (e); Thomas M. O'Neill (m); Frank R. Kent (m); Charles P. Ives (m)
Credit Mgr.—Geo. W. Grasmick
Editorial Writers—C. P. Ives; Ernest V. Baugh, Jr.; Francis F. Beirne; Price Day (m) (S); A. D. Emmart; Edgar L. Jones; James Bready; Dudley P. Digges (e); Janetta S. Ridgely (m)
Education—Gwinn Owens (e)
Farm—Paul Moore (e)
Fashion—Virginia L. Purvis (m); Pat Meid (e); Audrey Bishop (S)
Food—Virginia L. Purvis (m); Alice Price (e); Audrey Bishop (S)
Garden—Pat Meid (e)
Librarian—Clement Vitek
Maritime—Helen Delich
Motion Picture-Theatrical—Hal Gardner (m); Hope Pantell (e); Hal Gardner (S)
Music—Weldon Wallace (m) (S); Kent Bellows (e)
Photo. Dept. Mgr.—Robert F. Kniesche
Photo. Dir.—A. Aubrey Bodine (S)
Picture Editor—Louis R. Cedrone, Jr. (e)
Radio-Television—Donald Kirkley (m) (S); Hope Pantell (e); Borah Burman (S)
Real Estate—Carroll E. Williams (m) (S); John Ward (e)
Travel—Bayard Webster (e); Abby McCardell (S)
Society—Virginia Tracy (e); George C. Dorsch (S & m)

CUMBERLAND (Md.), NEWS (m) (S); EVENING TIMES (e)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Cooking School (Sept.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs. (e) & Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Bernard E. Sitter (m); Paul R. Dillon (e); Eugene T. Gunning (S)
Business-Financial—C. W. Blackburn (m); T; Donald Shires (e); Eugene T. Gunning (S)
Cartoonists—Joseph Delaney (m) (e) (S)
Church—Allan Weatherholt (m)
Columnists—C. V. Burns (m); Eugene Brown, J. Suter Kegg (S)
Credit Mgr.—Russell C. Armbruster
Editorial Writers—Bernard E. Sitter (m); Paul R. Dillon (e); J. Wm. Hunt (S)
Education—A. D. Darby (m); C. A. Lancaster (e) (S)
Farm—A. D. Darby (m); Eugene Brown (e) (S)
Fashion—Pauline McEvoy (m); Ann Dorsey (e)
Food—Pauline McEvoy (m); Burke P. Brown (e) (S)
Garden—Eugene T. Gunnung (S)
Motion Picture-Theatrical—S. Frantz Carl (m); T. Donald Shires (e)
Music—Eugene T. Gunning (e)
Radio-Television—Bernard E. Sitter (m); E. T. Gunning (e)
Society—Pauline McEvoy (m); Ann Dorsey (e) (S)

FREDERICK (Md.), POST (m); NEWS (e)
Advs. Not Accepted: Liquor
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ed Mull (e)
Church—Elsie White Haines (m)
Columnists—Joe Eisenhauer
Editorial Writers—W. Henry Decker (m); August T. Brust (e); D. John Markey, Jr. (e); Wm. T. Delaplaine (m) (e)
Farm—Ed McCann
Librarian—Pat Rosencrantz (m) (e)
Society—Elsie Haines (m); Pat Rosencrantz (e)

HAGERSTOWN (Md.), THE MORNING HERALD (m); THE DAILY MAIL (e)
Run-of-Paper Color Advs.: 2 colors and black.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HAGERSTOWN (Md.) THE MORNING HERALD—Cont'd
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs. (e) & Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Harry B. Warner, Jr. (m)
Editorial Writers—J. M. Harp (m); J. Garvin Hager (e)
Education—Harry B. Warner, Jr. (m); George Muhly (e)
Farm—Harry B. Warner, Jr. (m); George Muhly (e)
Fashion—Gloria L. Dahlhamer (m); Elizabeth Powell (e)
Food—Gloria L. Dahlhamer (m)
Librarian—Grace M. Spaulding (e)
Motion Picture-Theatrical—H. B. Warner, Jr. (m); Richard Rauth (e)
Music—H. B. Warner, Jr. (m)
Photo. Dept. Mgr.—A. Vernon Davis (m); David Cottingham (e)
Picture Editor—A. Vernon Davis (m); David Cottingham (e)
Real Estate—Richard Rauth (e)
Society—Gloria L. Dahlhamer (m); Elizabeth Powell (e)

SALISBURY (Md.), TIMES (e)
Special Editions: Edition every Tue.; Building Edition every Sat.; Auto Show Edition (Jan.); Home Builders Show (Mar.); Spring Shoe (Mar.); Your Home (May); Chicken Festival (June); Back to School (Aug.); Fall Shoe (Sept.); Farm & Home Show (Sept.); Travel Guide (Sept.); Operation Snowflake Edition (Nov.); Thanksgiving Edition (Xmas Shopping) (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—O. L. Morris
Farm—Kelvin Adkins
Picture Editor—O. L. Morris
Society—Mrs. Helen J. Perry

MASSACHUSETTS

ATTLEBORO (Mass.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Auto Show (Feb.).
No Editions: Jan. 1; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Delmont Rogers
Aviation—Delmont Rogers
Book—C. S. Sherman
Business-Financial—Delmont Rogers
Church—Ethel I. Macdonald
Columnists—Ken Blandin; Dan O'Connell
Editorial Writer—C. S. Sherman
Education—Yolande Murphy
Farm—C. D. Roberts
Fashion—Yolande Murphy
Food—Yolande Murphy
Garden—Ethel I. Macdonald
Librarian—Ethel I. Macdonald
Motion Picture-Theatrical—C. S. Sherman
Music—Ethel I. Macdonald
Photo. Dept. Mgr.—Frank Adams
Picture Editor—C. D. Roberts
Radio-Television—E. I. Macdonald
Real Estate—C. D. Roberts
Travel—Delmont Rogers
Society—Ethel I. Macdonald

BEVERLY (Mass.), TIMES (e)
Special Editions: Automobile Edition (Feb.).
No Editions: New Years; Feb. 22; Patriots Day; July 4th; Labor Day; Decoration Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. S. Hovey
Aviation—M. R. Hovey
Cartoonist—Robert Perrigo
Church—Peggy O'Connell
Columnist —Lewis R. Hovey
Editorial Writers—Lewis R. Hovey; Carelton B. Hovey

BOSTON (Mass.), AMERICAN & RECORD
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Alexander R. MacGregor

BOSTON (Mass.), CHRISTIAN SCIENCE MONITOR (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Geographically.
Annual Special Editions: Travel Edition (Mar., May and Dec); Children's Book Sup. (May and Nov.); Local-Automobile Dealers Open House (Feb. 22); Fiftieth Anniversary (Oct. 16, '58).
No Editions: Jan. 1; Feb. 22; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Clifford Harvey
Book—Hans Roderick Nordell
Business-Financial—Nate R. White
Cartoonist—Paul R. Carmack
Credit Mgr.—Mrs. Hermine A. Fischer
Editorial Writers—Donovan M. Richardson; Tully Nettleton; Edward B. Orr; Carlyle Morgan
Education—Miss Millicent Taylor
Fashion—Miss Jessie A. Arndt
Food—Miss Jessie A. Arndt
Latin-American—Robert M. Hallett
Librarian—Chester W. Sanger
Motion Picture-Theatrical—John D. Beaufort
Music—Harold L. Rogers
Natural Science—Robert Cowen
Personnel Mgr.—Franklin H. Smith
Photo. Dept. Mgr.—Frank Saddler
Real Estate—W. Clifford Harvey
Travel—Leavitt F. Morris
Woman's Page—Miss Jessie A. Arndt

BOSTON (Mass.), GLOBE (m) (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sunday.
Split Run Advertising: Geographically.
No Editions: (m) New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving, Christmas.
Print Own Magazine: Yes.
Group Membership; Metropolitan Sunday Newspapers.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS (m) (e) (S)
Auto—H. J. Stanton
Aviation—Arthur A. Riley
Book—Edward A. Laycock
Business-Financial—William E. Jones
Cartoonists—Phil Bissell; Norbert Quinn
Church—William R. Callahan; Bertha Peppeard; Leo Shapiro
Columnists—Ted Ashby; Mary Cremmen; Joe Harrington; Sumner Barton; John Harriman
Credit Mgr.—Charles H. Taylor
Editorial Writers—James H. Powers; Henry W. Harris; Lucien Price
Education—Joan McPartlin
Fashion—Elizabeth Bernkopt
Food—Dorothy Crandall
Librarian—Eugene J. Elliott
Motion Picture—Marjory L. Adams
Music—Cyrus W. Durgin
Photo. Dept. Mgr.—Charles Gibson
Picture Editors—William E. Mason & George Collins
Political—John G. Harris
Radio-Television—Elizabeth Sullivan
Real Estate—Paul Kneeland
Travel—George McManus
Society—Marjorie Watts Sherman

BOSTON (Mass.), HERALD (m) (S); TRAVELER (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: (e) New Years; Washington's Birthday; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHDH; WHDH-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Sibley (e)
Book—Alice Dixon Bond (m) (e)
Cartoonists—Frank Dahl (m); Joe Stern (m); Vic Johnson (m); Jim Dobbins (e) (S)
Columnists—Bill Cummingham (m); William E. Mullins (m); Cornelius Dalton (e)
Credit Mgr.—Arthur Foster
Editorial Writers—Alden B. Hoag (m); Leonard Whelldon (m); Bill Schofield (e); Paul L. Rowell (e)
Fashion—Phyllis Hanes (m) (e)
Food—Marjorie Mills (m) (e)
Garden—Gloria Gould (m) (e)
Librarian—James Dromey (m) (e)
Motion Picture-Theatrical—Elinor Hughes (m); Alta Maloney (e)
Music—Rudolph Elie (m)
Personnel Mgr.—Edmund L. Seaquist
Photo. Dept. Mgr.—George Dixon (m) (e)
Radio-Television—Arthur Fetridge (m)
Society—Alison Arnold (m); Maggie Wells (e)

BROCKTON (Mass.), ENTERPRISE & TIMES (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—George A. Belmore

CAPE COD (Hyannis P. O.) (Mass.), CAPE COD STANDARD-TIMES (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Summer Invitation (May).
Radio Station Affiliation; WOCB; WOCB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jean Childs
Editorial Writer—John H. Rogers
Photo. Dept. Mgr.—Louis LaPrade
Society—Jean Childs

CHELSEA (Mass.), RECORD (e)
Special Editions: Auto (Feb.); Cooking School (Apr.); Chelsea Days (June); Back-to-School (Aug.); Oil Progress Week (Oct.).
No Editions: New Years; Feb. 22; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. J. Dowd
Aviation—F. L. Gillis
Book—Sylvia B. Richmond
Business-Financial—R. F. Hancock
Church—F. J. Dowd
Columnist—Bill Seigal
Credit Mgr.—R. F. Hancock
Editorial Writers—H. D. Hancock; F. J. Dowd
Education—F. J. Dowd
Food—F. J. Dowd
Motion Picture-Theatrical—F. L. Gillis
Radio-Television—R. F. Hancock
Real Estate—H. D. Hancock
Society—F. J. Dowd

CLINTON (Mass.), ITEM (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Tom Shaunessey
Editorial Writer—Wm. G. Coulter
Education—William G. Coulter
Fashion—Rita Naughton
Motion Picture-Theatrical—Rita Naughton
Society—Rita Naughton

FALL RIVER (Mass.), HERALD NEWS (e)
No Editions: New Years; Washington's Birthday; Patriots' Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Dennis Toomey
Editorial Writers—G. T. Hart; E. J. Delaney
Librarian—Eleanor M. Brady

FITCHBURG (Mass.), SENTINEL (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jean Hopley
Librarian—Isabella M. Barr

FRAMINGHAM (Mass.), NEWS (e)
Special Editions: Back-To-School (Aug.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Decoration Day; July 4th; Labor Day; November 11th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Charles R. Ayer
Society—Virginia Lucier

(Continued on Page 200)

FALL RIVER, MASS.
a rich
INDUSTRIAL MARKET
in the heart of
INDUSTRIAL NEW ENGLAND
covered completely and exclusively by ONE NEWSPAPER
FALL RIVER
HERALD NEWS
KELLY-SMITH COMPANY
National Representatives
NEW YORK • LOS ANGELES • CHICAGO • DETROIT • SAN FRANCISCO
PHILADELPHIA • SYRACUSE • BOSTON • ATLANTA

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MASSACHUSETTS—Cont'd

(Continued from Page 199)

GARDNER (Mass.), NEWS (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Alfred Abbott.
Auto—Alfred J. Abbott
Radio—Mrs. Edith Givens
Society—Omer J. Cormier

GREENFIELD (Mass.), RECORDER-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. P. Dolan, Jr.
Book—Alvin F. Oickle
Church—Margaret C. Birt
Columnists—Glenn Weeks; R. P. Dolan, Jr.; Wayne A. Smith
Credit Mgr.—H. Irving Jenks
Editorial Writers—Harold E. LeVanway; Wayne A. Smith; Alvin F. Oickle
Education—Thomas W. Merrigan
Farm—Alvin F. Oickle
Fashion—Margaret C. Birt
Food—Margaret C. Birt
Garden—Alvin E. Oickle
Librarian—Margaret C. Birt
Music—Wayne A. Smith
Personnel Mgr.—Delmar P. Magoon
Photo. Dept. Mgr.—Al Daigle
Picture Editor—H. E. LeVanway
Radio-Television—John J. Broughan
Real Estate—Alvin F. Oickle
Society—Margaret C. Birt

HAVERHILL (Mass.), GAZETTE (e)
Split Run Advertising: Every-other Paper.
Special Editions: Automobile Dealers (Feb.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Memorial Day; July 4th; Labor Day: Columbus Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Milton E. Connelly
Columnists—William H. Heath, Milton E. Connelly; Walter A. Ryan
Editorial Writer—William H. Heath
Librarian—Vincent H. Driscoll
Society—Mary F. Conlon

HOLYOKE (Mass.), TRANSCRIPT-TELEGRAM (e)
Run-of-Paper Color Advs.: 2 colors.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WHYN.
Television Station Affiliation: WHYN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Albert J. Stoeckel
Business-Financial—William Dwight
Church—Stewart Jones
Credit Mgr.—H. M. Healy
Fashion—Katharine Murphy
Food—Katharine Murphy
Garden—Arthur Ryan
Photo. Dept. Mgr.—Francis A. Downey
Picture Editor—Richard J. Murphy
Radio-Television—William Dwight, Jr.
Real Estate—Robert Bailyn
Travel—Donald R. Dwight
Society—Mrs. George Bricks

HYANNIS (Mass.) See Cape Cod.

LAWRENCE (Mass.), EAGLE (m); TRIBUNE (e)
Split Run Advertising: Every-other Paper.
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William F. Lucey
Business-Financial—Raymond N. Maynard
Church—Charles Moran
Credit Mgr.—George A. Demars
Editorial Writer—Herbert A. Thomas
Fashion—Mary H. Doyle
Food—Mary H. Doyle
Personnel Mgr.—James R. Foss
Photo. Dept. Mgr.—Carl Currier
Picture Editor—Carl Currier
Radio-Television—John J. Regan
Real Estate—Edwin J. Watts
Society—Mary H. Doyle

LEOMINSTER (Mass.), ENTERPRISE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Clinton P. Rowe.

LOWELL (Mass.), SUN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions; Automobile; Spring Fashion; Fall Fashion; Do It Yourself.
No Editions: New Years; Labor Day; Thanksgiving; Memorial Day; July 4th; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Bates
Aviation—C. D. Harrington
Book—Hugh F. Downey
Business-Financial—Charles Sampas
Cartoonist—Wallace Rugg; Henry Collins
Church—William F. Moran
Columnists—Chas. Sampas; Frank Sargent; Geo. McGuane; Joe McGarry; Anne Donaghoe; Norma Ackerson; Owen Flynn; Gil Wood; Al Burke
Credit Mgr.—F. A. Lawlor
County News Editor—Joseph Killeen
Editorial Writers—Clement.C. Costello, D. F. Connors
Farm—Leon Lamoureux
Fashion—Anne Donaghoe
Food—Anne Donaghoe
Garden—Norma Ackerson
Motion Picture-Theatrical—Chas. Sampas
Music—Alfred Burke
Personnel Mgr.—F. A. Lawlor
Picture Editor—D. F. Connors
Radio-Television—Jim Finn; Frank Breen
Real Estate—Fred Dudley
Travel—R. McCollister
Society—Anne Donaghoe

LYNN (Mass.), ITEM (e)
Special Editions: Woman's Clubs (Oct.); Christmas Carol (Dec.); Back To School (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Hastings
Church—Edward Penniman
Editorial Writer—Charles E. Gallagher
Education—Edward Penniman
Fashion—Hazel Anderson
Food—Hazel Anderson
Photo. Dept. Mgr.—O. H. Austin
Picture Editor—Vincent O'Brien
Society—Hazel Anderson

LYNN (Mass.), TELEGRAM-NEWS (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Sunday color comics carried.
Special Editions: Real Estate (Apr, Sept.); Christmas (Dec.); New Years.
No Editions: Feb. 22nd; Apr. 19th; Memorial Day; July 4th; Labor Day; Oct. 12th; Thanksgiving, unless holiday falls on a Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Jacob Finkle; J. F. Williams
Education—Francis Kennedy
Fashion—Mary Sara King
Food—Mary Sara King
Society—Mary Sara King

MALDEN (Mass.), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., & Fri.
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman Morrison
Book—David Brickman
Business-Financial—Philip R. Scheier
Church—Philip R. Scheier
Columnist—David Brickman
Editorial Writer—David Brickman
Education—Philip R. Scheier
Fashion—Dorothy Cilley
Food—Dorothy Cilley
Garden—Philip R. Scheier
Librarian—Arch Birtwell
Motion Picture-Theatrical—David Brickman
Music—Arch Birtwell
Photo. Dept. Mgr.—Philip R. Scheier
Picture Editor—Philip R. Scheier
Radio-Television—James Scott
Real Estate—Thomas C. Kenney

MARLBORO (Mass.), ENTERPRISE (e)
No Editions: Jan. 1; Feb. 22; Apr. 19; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bernard J. Kane
Book—W. Henry Laverdure
Business-Financial—Bernard J. Kane
Cartoonist—Stanley Sypulski
Education—W. Henry Laverdure
Fashion—Blanche W. Walker
Motion Picture-Theatrical—Edward G. Bridges
Photo. Dept. Mgr.—Bernard J. Kane
Picture Editor—W. Henry Laverdure
Travel—Bernard J. Kane
Society—Blanche W. Walker

MEDFORD (Mass.), MERCURY (e)
Run-of-Paper Color Advs.: 2 colors. Mon. & Tues.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Donald S. Hartnett
Book—David Brickman
Business-Financial—Al Frezza
Church—Al Frezza
Columnists—David Brickman, Philip Scheier
Editorial Writers—David Brickman; Philip Scheier
Fashion—Dorothy Cilley
Garden—Dorothy Cilley
Photo. Dept. Mgr.—Al Frezza
Picture Editor—Al Frezza
Radio-Television—Edith Brickman

MILFORD (Mass.), NEWS (e)
Special Editions: Spring Showing (Mar.); Clearance Sales (Jan. & July); Fall Showing (Sept. Oct.); Auto (Feb.).
No Editions: Washington's Birthday; Memorial Day; New Years; Patriot's Day; Thanksgiving; Christmas; July 4th;.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Billings
Aviation—George Billings
Book—George Billings
Business-Financial—Charles H. Miller
Church—Edwin Gaskill
Editorial Writer—George Billings
Education—George Billings
Farm—George Billings
Fashion—George Billings
Food—George Billings
Garden—George Billings
Librarian—George Billings
Motion Picture-Theatrical—George Billings
Music—George Billings
Photo. Dept. Mgr.—Nicholas J. Tosches
Picture Editor—Nicholas J. Tosches
Radio-Television—Nicholas J. Tosches
Real Estate—Nicholas J. Tosches
Travel—George Billings
Society—George Billings

NEW BEDFORD (Mass.), STANDARD-TIMES (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Special Editions: Industrial (Jan.); Yachting & Recreation (May).
Magazine Section Carried: Parade.
Radio Station Affiliation: WNBH-AM-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Ackerman
Book—John H. Ackerman
Business-Financial—Archibald A. Talmage
Church—Robert K. Illingworth
Columnists—Joseph Epstein; Amantha A. Akin; Earl J. Dias; Earle D. Wilson
Credit Mgr.—George F. Castino
Editorial Writers—George W. Wilson; Everett S. Allen
Education—Gloria Negri
Fashion—Amantha A. Akin
Food—Mary A. Judson
Garden—Minna Littmann
Librarian—Eugene Galkowski
Motion Picture-Theatrical—Earl J. Dias
Music—Earl J. Dias
Photo. Dept. Mgr.—Carl H. Nielson
Picture Editor—John W. Roberts
Radio-Television—Thomas C. Duddleston
Real Estate—Archibald A. Talmage
Travel—John H. Ackerman
Society—Amantha A. Akin

NEWBURYPORT (Mass.), NEWS (e)
Special Editions: Auto section (Feb. 22).
No Editions: New Years; Feb. 22; Apr. 19; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.

NORTH ADAMS (Mass.), TRANSCRIPT (e)
Advs. Not Accepted: Liquor; wine; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WMNB.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. Maynard Leahey; Burges Johnson
Editorial Writer—J. A. Hardman, Jr.
Fashion—Elizabeth Eagar
Food—Elizabeth Eagar

PITTSFIELD (Mass.), BERKSHIRE EAGLE (e)
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Fashion (April); School (Aug); Baby, (July & Aug); Every Saturday; "Berkshire Week"
No Editions: Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WBEC & WBEC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kingsley R. Fall
Columnists—Theodore Giddings; Robert Smith; George Connelly; Charles Parker; Katherine Annin; John Flynn; Robert Carman; Richard V. Happel; Anthony G. Rud; Edward Michaelson; A. A. Michelson; R. Boice
Editorial Writers—Roger Linscott; Anthony G. Rud; Lawrence K. Miller
Fashion—Alice O'Meara
Librarian—Leonora Goerlach
Motion Picture-Theatrical—Kingsley R. Fall
Music—Jay Rosenfeld
Photo. Dept. Mgr.—Kingsley R. Fall
Radio-Television—Milton Bass
Real Estate—Robert Kimball
Society—Mary Jane Gross

QUINCY (Mass.), PATRIOT-LEDGER (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues., Wed.
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Maybelle Fullerton

SALEM (Mass.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily except Sat.
Special Editions: Auto
No Editions: Do not print any Legal holidays.

SOUTHBRIDGE (Mass.), NEWS (e)
Special Editions: Spring Opening (March); Graduation (June); Back To School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—B. S. Goodwin
Editorial Writers—V. V. McNitt; Frank McNitt
Fashion—Evelyn B. Norton
Society—Evelyn B. Norton

SPRINGFIELD (Mass.), UNION (m); NEWS (e); REPUBLICAN (S)
Sunday color comics carried.
Advs. Not Accepted; Liquor (S)
Special Editions: Financial & Review (Jan.); Automotive (Feb.); Baby (Roto) (Apr.); Vacation (June); Eastern States Ex. (Sept.); Back to School (Aug.); National Home Show (Sept.); Oil Progress Week (Oct.).
No Editions: (News)-Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Group Membership: Metropolitan Roto & Comic.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Donald Bagg (S)
Cartoonists—Art Fish (e)
Columnists—Brian King; Frank Murray (S)
Personnel Mgr.—Miss M. E. Gallagher
Radio—Donal McPhee
Television—Lawrence J. Sullivan
Society—Mrs. W. Beman (m); Grace Cavanaugh (e-S)

TAUNTON (Mass.), GAZETTE (e)
No Editions: New Years; Feb. 22; April 19; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Raymond W. MacCraw
Editorial Writer—William R. Reed

WAKEFIELD (Mass.), ITEM (e)
Special Editions: Local Merchants' Shoppers Spring, Summer & Christmas.
No Editions: Jan. 1; Feb. 22; Apr. 19; May 30; July 4; Labor Day; Oct. 12; Nov. 11; Thanksgiving & Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard W. Baker; Frank J. Dugan; Henry E. Webster
Book—Robert G. Reed; Mary Louise Tredinnick
Church—Allston Van Wagner
Columnist—Gardner E. Campbell
Editorial Writers—Robert G. Reed; Cyrus M. Dolbeare; Richard W. Baker
Education—Robert G. Reed
Motion Picture-Theatrical—Robert G. Reed
Personnel Mgr.—Norman D. Sproul
Photo. Dept. Mgr.—Robert G. Reed; Richard W. Baker
Radio-Television—Allston Van Wagner
Travel—Cyrus M. Dolbeare

WALTHAM (Mass.), NEWS-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors.
No Editions: New Years; Feb. 22; April 19; July 4th; Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.

WOBURN (Mass.), TIMES (e)
No Editions: New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; Patriots Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Michael J. Curran
Aviation—Michael J. Curran
Book—Thomas H. McGowan
Business-Financial—James D. Haggerty, Jr.
Church—Charles Riley
Columnist—William Carpenter
Editorial Writers—Michael J. Curran; James D. Haggerty, Jr.; Wm. Sullivan
Education—William Shaughnessy
Farm—Robert Varey
Fashion—Norma Varey
Food—Betty Devaney
Garden—Robert Varey
Motion Picture-Theatrical—Joan McGowan
Music—Paul L. Haggerty
Photo. Dept. Mgr.—Patrick Farino
Picture Editor—Patrick Farino
Radio-Television—Betty Devaney
Real Estate—Madeline Dooley
Travel—Michael J. Curran
Society—Joan McGowan

WORCESTER (Mass.), TELEGRAM (m) (S); GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: (e) Geographically Main Sections; Every-other Paper (S) Early Sections.
Advs. Not Accepted: Liquor.
Special Editions: Financial (Jan.).
No Editions: (e) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAG & WTAG-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. F. Smith (e); Carl W. Erickson (m) (S)
Aviation—A. F. Smith (e); Carl W. Erickson (m) (S)
Book—Nicholas Zook (m); Mrs. Margaret Parsons (e) (S)
Business-Financial—Theodore English (m) (S); Joseph H. Gauthier (e)
Cartoonist—J. Albert Banx (m) (e) (S)
Church—Robert Scarbeau (m) E. Harvey Rayner (m) (S); James R. Wheeler (e)
Columnists—William Moiles (m) (S); John W. Battles (m) (S); Charles E. Currier (m); Paul Schultz (e); Thomas J. Carey (e); Thomas J. Sweeney (e); Nancy Lowe Gray (e); Mildred E. Mikkanen (e); Frank Woolner (e); Paul W. Savage (e); Ralph V. White (e); Paul Ryan (S); Don Larrabee (S); Dr. Loring Holmes Dodd (e) (S)
Credit Mgr.—Clarence E. Army
Editorial Writers—Daniel Hull (m) (S); Richard H. Cunningham (m) (e) (S); Myron M. Johnson (m) (S); Howard S. Knowles (m) (S); Robert C. Achorn (e); Albert B. Southwick (e); Kermit K. Kingsbury (m) (e) (S)
Education—Stephen D. Donahue (e); Paul A. Perry (S)
Farm—Eugene O. Parsons (e); Nick Zook (S)
Fashion—Mrs. Mildred Mikkanen (m) (S); Eleanor Casey (e)
Food—Mrs. Ruth Philcox (e); Mrs. Josephine H. Pierce (S)
Garden—Eugene O. Parsons (e); Nick Zook (S)
Librarian—Elwin S. Greene
Motion Picture-Theatrical—Walter Merkel (m); J. Gourgouras (e); R. E. Krieger (e); James E. Lee (e) (S)
Music—Raymond Morin (m) (S); John F. Kyes (e)
Photo. Dept. Mgr.—Edward A. Cournoyer (m) (S); Paul W. Savage (e)
Picture Editor—James A. Gourgouras (e)
Radio-Television—Frederick L. Rushton (m) (S); Don Williams (S); James A. Gourgouras (e)
Real Estate—Robert A. Foster (m) (S); Joseph H. Gauthier (e)
Travel—Nick Zook (m) (S); Walter F. Hopkins (e)
Society—Mrs. Mildred Mikkanen (m) (e) (S)

MICHIGAN

ALBION (Mich.), RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Back to School (Aug.); Dollar Days (Feb. & Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.); Xmas Kick-Off (Dec.); College Edition (Sept.).
No Editions: Christmas; Labor Day; Thanksgiving; July 4th; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—George Mather
Columnist—George Mather
Credit Mgr.—Mrs. Wilma Scofield
Editorial Writers—George Mather; J. C. Bedient
Society—Ruth Gable

ANN ARBOR (Mich.), NEWS (e)
Run of Paper Color Advs. 1 color. Leeway requested.
Advs. Not Accepted: Mail order.
Special Editions: Bargain Day (July).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Mullendore
Business-Financial—John H. Lewis
Church—June Patrick
Editorial Writers—Arthur Gallagher; June Patrick
Education—Lawrence Bush
Farm—Sydney P. Cook
Fashion—Rosann Spratt
Food—Carol Otto
Garden—Rosann Spratt
Librarian—Meredith Stein
Motion Picture-Theatrical—Marilyn Cook
Music—Carl Gehring
Photo. Dept. Mgr.—Eck Stanger
Picture Editor—William Mullendore
Radio-Television—Marilyn Cook
Real Estate—John H. Lewis
Society—Rosann Spratt

BAD AXE (Mich.), HURON TRIBUNE (e ex. Sat., Sun)
Advs. Not Accepted: Vending machines, out-of-county, help wanted.
No Editions: New Year's, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS:
Picture Editor: John C. Hewens
Society—Mrs. Jean Adler

BATTLE CREEK (Mich.), ENQUIRER and NEWS (e) (S)
Run-of-Paper Color Advs.: 1, 2, 3 and full color any day.
Split Run Advertising: Everyother Paper.
Advs. Not Accepted: Liquor.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BATTLE CREEK (Mich.) ENQUIRER & NEWS—Cont'd

Special Editions: Industry and Business Review (Feb.); Fishing Guide (April); Back to School (Aug.); American Baseball (Sept.); National Homes Week (Sept.); Hunting Guide (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Household; Food pages Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nick Gergacz
Book—Helen Bramble
Business-Financial—Nick Gergacz
Church—Elizabeth Henney
Columnist—George B. Dolliver
Credit Mgr.—Phillip Abrell
Editorial Writer—Gerald Smith
Education—Wm. Young
Farm—Wm. Young
Fashion—Elizabeth Holmberg
Food—Elizabeth Holmberg
Garden—Wm. Young
Librarian—Jane Zahareos
Motion Picture-Theatrical—Jack Sherman
Music—George B. Dolliver
Personnel Mgr.—Phillip Abrell
Photo. Dept. Mgr.—Corwin Wherrett
Radio-Television—Art Middleton
Society—Elizabeth Holmberg

BAY CITY (Mich.), TIMES (e) (S)
Advs. Not Accepted: Objectionable Medical; unapproved financial.
Food and/or Household Dept.: Wednesday & Thursday food pages; Sunday household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. D. Hewes
Aviation—M. D. Hewes
Book—Margaret Allison
Business-Financial—M. D. Hewes
Church—Margaret Allison
Columnists—Robert Hostetler; Jim Donahue
Credit Mgr.—Victor A. Meisel
Farm—Edward Dulong
Fashion—Melda Lynn
Food—Margaret Allison
Garden—Christine Born
Motion Picture-Theatrical—Margaret Allison
Music—Christine Born
Photo. Dept. Mgr.—Elmer Pincombe
Picture Editor—Elmer Pincombe
Radio-Television—Katherine Schwall
Real Estate—Christine Born
Society—Melda Lynn

BENTON HARBOR (Mich.), NEWS-PALLADIUM (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mediums-Vendors.
Special Editions: New Years (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WHFB and WHFB-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Gladys Bailey
Credit Manager—K. H. Anderson
Editorial Writers—S. R. Banyon; L. R. White
Farm—Jerome Krieger
Food—N. A. Lindefeld
Garden—Jerome Krieger
Librarian—Barbara Davinigo
Photo. Dept. Mgr.—Chas. Zindler
Picture Editor—N. A. Lindenfeld
Society—Helen Baker

BIG RAPIDS (Mich.), PIONEER (e)
Special Editions: Anniversary (Dec.); Resort (June).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Collins
Book—Arthur E. Anderson
Church—Elaine Shoberg
Columnist—Arthur E. Anderson
Editorial Writer—Arthur E. Anderson
Education—Elaine Shoberg
Farm—Lloyd Matteson
Fashion—Matilda Carl
Photo. Dept. Mgr.—Earl Broadhurst
Society—Elaine Shoberg

CADILLAC (Mich.) NEWS (e)
Advs. Not Accepted: Beer; wine; liquor.
Special Editions: Dollar Days (Feb. & Aug.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl T. Huckle
Business-Financial—Earl T. Huckle
Church—Viola Peterson
Credit Mgr.—Carl A. Paulson
Editorial Writer—Earl T. Huckle
Education—Viona Laizure
Farm—Howard Cogan
Librarian—Viola Peterson
Photo. Dept. Mgr.—Earl T. Huckle
Travel—May J. Huckle

CHEBOYGAN (Mich.), TRIBUNE (e)
Special Editions; Christmas (Nov.); Tourist and Resort (July-Aug.); Paint up-Clean up (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Riggs
Book—Myrton Riggs
Cartoonist—Frank Riggs
Church—Alta Riggs
Editorial Writers—Myrton M. Riggs; Gordon Turner
Fashion—A. L. Riggs
Librarian—Janet Douglas
Society—Alta Riggs

DETROIT (Mich.), FREE PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Financial (S) (Jan.); Resort (S) (Jan. & June).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Olmsted
Aviation—Jean Pearson
Book—William Coughlin
Business-Financial—Kenneth A. Thompson
Cartoonist—Frank Williams
Church—Adrian Fuller
Columnists—James S. Pooler; Donald F. Schram; Mark Beltaire; Lyall Smith
Credit Mgr.—D. A. Walker
Editorial Writers—John S. Knight; Royce Howes; Frank Woodford; Dale Nouse
Education—James L. Robinson
Fashion—Laurena Pringle
Food—Kay Savage
Garden—John Woerpel
Librarian—Morgan Oates
Motion Picture-Theatrical—Helen Bower; J. Dorsey Callaghan
Music—J. Dorsey Callaghan
Personnel Mgr.—C. C. Althaus
Photo. Dept. Mgr.—Charles Haun
Picture Editor—Charles Haun
Radio-Television—Betty Lou Peterson
Real Estate—John Woerpel
Travel—Arthur Juntunen
Society—Bete Gillespie

DETROIT (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: Black and 1 color.
Sunday color comics carried.
Split Run Advertising: Every-other Paper only 48 pages or under.
Advs. Not Accepted: Mail order; medical, speculative financial.
Special Editions: Financial (Jan.); International Summer Travel (June); Winter Travel (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Daily & Sun. ex. Sat.
Radio Station Affiliation: WWJ-AM & WWJ-FM.
Television Station Affiliation: WWJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph R. Watts
Aviation—Edwin G. Pipp
Book—John McManis
Business—Earl Wegmann
Cartoonist—Arthur Poinier
Church—Harold Schachern
Columnists—W. K. Kelsey; Walter Fuller; Jay G. Hayden
Credit Mgr.—Harry Hull
Editorial Writers—S. L. A. Marshall; Karl W. Miller; Gordon A. Harrison; Carl Muller
Education—Stewart Didzun
Fashion—Yvonne Petrie
Financial—Bruce M. Tuttle
Food—Kay Kopera
Garden—June Hicks
Librarian—Ruth Braun
Motion Picture-Theatrical—Harold Heffernan; A. L. Weitschat (MP); Robert E. Lubeck (T)
Music—Josef Mossman; John Finlayson
Personnel Mgr.—Fred Hopkins
Photo. Dept. Mgr.—Arthur W. Czech
Picture Editor—Clayton Irwin
Radio-Television—Herschell Hart
Real Estate—E. A. Baumgarth
Travel—Paul Aird
Society—Jane Schermerhorn

DETROIT (Mich.), TIMES (e) (S)
Run-of-Paper Color Advs.:
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food pages daily an Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Kleene
Aviation—Thomas Kleene
Book—John Creecy
Business-Financial—James Boynton
Church—Louis Arkles
Columnist—Vera Brown
Credit Mgr.—E. A. Long
Fashion and Beauty—Philomene Ezack
Garden—Isabel Zucker
Home Economist—Cecil Fleming
Librarian—Mrs. Grace Martin
Motion Picture-Theatrical—Arnold Hiasch
Music—Harvey Taylor
Photo. Dept. Mgr.—Bernard Braun
Picture Editor—Charles Ohno
Radio-Television—Andy Wilson
Real Estate—James Keith
Travel—Charles Wagoner
Society—Jean MacLellan

DOWAGIAC (Mich.), NEWS (e)
Annual Special Editions: Easter (Mar.); Dollar Days (Aug.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Berenice Vanderburg
Editorial Writer—George Zarry
Personnel Manager—A. F. First
Photo. Dept. Mgr.—Robt. Stephenson
Society—Mrs. Victor Phillips

ESCANABA (Mich.), PRESS (e)
Special Editions: Upper Michigan State Fair (Aug.); Dollar Days (Aug.); Escanaba Days (Oct.); Deer Hunters (Nov.); Christmas Shoppers (Dec.).
No Editions: Jan. 1; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clint Dunathan
Aviation—Clint Dunathan
Book—Amy Moberg
Business-Financial—Jean Worth
Cartoonist—L. A. Danielson
Church—Amy Moberg
Columnists—Clint Dunathan; Ray Crandall
Editorial Writers—Jean Worth; James G. Ward, Jr.; Clint Dunathan
Education—Jean Worth; Clint Dunathan
Farm—James R. Lowell
Fashion—Amy Moberg
Food—Amy Moberg
Garden—Amy Moberg
Librarian—James R. Lowell
Motion Picture-Theatrical—Robert Crowe
Music—Robert Crowe
Photo. Dept. Mgr.—Bernard Schultz
Picture Editor—Jean Worth
Real Estate—Jean Worth
Travel—Clint Dunathan
Society—Amy Moberg

FLINT (Mich.), JOURNAL (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order; Matrimonial.
Special Editions: Builder's Show (March); Sport Show (March); Clean-Up-Fix-Up (May); Mother's Day (May); Back to School (Aug.); Dollar Day (Sept.)
Food and/or Household Dept.: Weds.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold R. Gerace
Aviation—Harold R. Gerace
Book—William D. Chase
Cartoonist—Kenneth Dolan
Church—C. A. Stevens
Credit Mgr.—Carl A. Ludington
Editorial Writer—Robert C. Herrick
Education—Raymond Gover
Farm—G. H. Bastien
Fashion—Mrs. Joyce Cook
Food—Mrs. Elizabeth Conway
Garden—Richard F. Shappell
Librarian—William D. Chase
Motion Picture-Theatrical—Richard F. Shappell
Music—Robert Fialka
Radio-Television—Ralph G. Coulter
Real Estate—Richard F. Shappell
Society—Mrs. Joyce Cook

GRAND RAPIDS (Mich.), HERALD (m) (S)
Run-of-Paper Color Advs.: 2 colors daily except Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Auto Show Section (Jan.); Graduation (May); Home Show (S) (Mar.); Fishing Section (S) (Apr.); National Home Week (S) (Sept.); Frozen Food Section (Nov.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food Column; Household Hints Column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin L. Van Stee
Aviation—James Mudge
Book—K. C. Clapp
Business-Financial—John Cassidy
Church—Sue Rogers
Columnists—Elaine Clapp; James Mudge
Credit Mgr.—John Flanagan
Editorial Writers—Carleton Cady
Education—Marguerite Kerns
Farm—Edwin L. Van Stee
Fashion—Virginia Moore
Food—Elaine Clapp
Garden—Edwin L. Van Stee
Librarian—Lucille Van Bree
Motion Picture-Theatrical—Sue Rogers
Music—Marguerite Kerns
Photo. Dept. Mgr.—Michael Dabakey
Radio-Television—Sue Rogers
Real Estate—Edwin L. Van Stee
Society—Elaine Clapp

GRAND RAPIDS (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Saturday.
Split Run Advertising: Every-other Paper; only 48 pages or under
Advs. Not Accepted: Liquor, mail order; speculative financial, matrimonial.
Annual Special Editions: National Home Week (Sept.); Auto Show (Jan.); Boating Pages (Summer); Appliance (Apr. & Nov.); Back to School (Aug.); Outdoor Living (May); Home Show (Mar.); Children's Books (Nov.).
Food and/or Household Dept.: Food column Wed., Thurs. & Sat.: Household daily; Garden pages Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Moore
Book—Mrs. Grace Smith
Business—Robert Day
Financial—Clifford Nelson
Church—Mrs. Grace Smith
Columnists—Roger Allen; Helen Martin
Credit Mgr.—Gordon Waier
Editorial Writer—Gerald A. Elliott
Education—B. G. Brown
Farm—Charles Johnson
Fashion—Mrs. Eleanor Pettersch
Food—Mrs. Eleanor Pettersch
Garden—Charles E. Johnson
Librarian—Mrs. Lauraine Stroh
Motion Picture-Theatrical—Gerald A. Elliott
Music—Gerald A. Elliott
Photo. Dept. Mgr.—Ralph Truax
Picture Editor—John McElwee
Radio-Television—Mrs. June Tengowski
Real Estate—Frank Hall
Society—Mrs. Priscilla Wall

GREENVILLE (Mich.), NEWS (e)
Special Editions: Building (Aug.); Christmas (Nov.); Soil Conservation (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Jaehnig
Books—Dale Stafford
Business-Financial—Dale Stafford
Church—Helene Balslev
Columnists—Dale Stafford; Helene Rawling; Walter Jaehnig
Editorial Writer—Dale Stafford
Education—Walter Jaehnig
Farm—Roger Williams
Fashion—Marcia Burke
Food—Marcia Burke
Photo. Dept. Mgr.—Roger Williams
Picture Editor—Roger Williams
Society—Helene Balslev

HILLSDALE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Football (Sept.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Food Features Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. C. Hayhow
Church—Mabel Oppeneer
Editorial Writers—E. C. Hayhow; Herbert F. Hale
Farm—Howard Cordrey
Food—Mabel Oppeneer
Photo. Dept. Mgr.—Betty T. Hayhow
Picture Editor—Herbert F. Hale
Society—Mabel Oppeneer

HOUGHTON (Mich.), MINING GAZETTE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—J. W. Rice
Farm—Frank Madaski
Photo. Dept. Mgr.—Earl Gagnon
Picture Editor—William Brinkman

IONIA (Mich.), SENTINEL-STANDARD (e)
Advs. Not Accepted: Liquor.
No Editions: Six regulars

IRON MOUNTAIN-KINGSFORD (Mich.), NEWS (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Deer Hunters (Nov.); Ski-Jumping (Feb.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th: Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WMIQ.

IRONWOOD (Mich.), GLOBE (e)
No Editions: Christmas; New Years; July 4; Labor Day.
Annual Special Editions: Home Show (Mar.); Fair Aug.)

JACKSON (Mich.), CITIZEN-PATRIOT (e) (S)
Split Run Advertising: Every-other Paper (32 pages or less).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Brown
Book—Janet Hemans
Business-Financial—James Brown
Church—John Creighton
Columnists—L. Vandervoort; Helen Riegel; William Swank; Constance Reed
Credit Mgr.—Ormand D. Osborn
Editorial Writers—Carl M. Saunders; Harley Grimsley; James Brown
Education—Donna Barnes
Farm—Harley Grimsley
Fashion—Connie Reed
Food—Constance Reed
Librarian—L. O. Atherton
Motion Picture-Theatrical—Janet Hemans
Music—William Swank
Photo. Dept. Mgr.—J. F. Fleming
Picture Editor—J. F. Fleming
Radio-Television—Donald Durst
Real Estate—James Brown
Society—Constance Reed

KALAMAZOO (Mich.), GAZETTE (e) (S)
Run-of-Paper Color Adv.: 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper up to and including 40 page papers.
Adv. Not Accepted; Objectionable Adv.
Annual Special Editions: New Years (Jan.); Bargain Days (Feb. & Aug.); Home Show (Mar.); Clean-up Paint-up (May); Back to School (Aug.); Nat'l. Home Week (Sept.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Byron Troyer
Aviation—Byron Troyer
Business-Financial—Byron Troyer
Church—Daniel Ryan
Credit Mgr.—Ray Bentley
Editorial Writers—Lowell Plasterer; Donald Williams
Education—Phillip Wight
Farm—Alan Selby
Fashion—Marjorie Goldsmith
Food—Myrtelle Sharpsteen
Garden—Louis Bockstanz
Librarian—Nell Hagan
Motion Picture-Theatrical—Louis Bockstanz
Music—Byron Troyer
Photo. Dept. Mgr.—Varner Gould
Picture Editor—Alva Dorn
Radio-Television—Maude Curren
Real Estate—Louis Bockstanz
Travel—Lowell Plasterer
Society—Marjorie Goldsmith

LANSING (Mich.), STATE JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors. Every Day.
Special Editions: New Years (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carlisle Carver (e) (S)
Aviation—Birt Darling (e) (S)
Book—Ethelyn Sexton (e) (S)
Business-Financial—George Krause (e); Warren Brintnall (S)
Cartoonist—Warren Brintnall (e) (S),
Church—Thelma Harnett
Columnists—Richard Murray (e) (S); Carlisle Carver (e); Birt Darling (e) D. Richard Frazier (e); Howard J. Rugg (S)
Credit Mgr.—R. V. DeBarry
Editorial Writers—Frank H. Sallows (e); J. Maynard Hill (e) (S); Charles H. Larson (e) (S); Paul A. Martin (e) (S); Harold C. Fildey (e) (S); Kenneth R. West (e) (S)
Education—Fred Olds (e); Kenneth Gunderman (S)
Farm—D. Richard Frazier (e) (S)
Fashion—Virginia Baird (e) (S)
Food—Virginia Baird (e) (S)
Garden—J. Maynard Hill (e) (S)
Librarian—Irma Thompson
Motion Picture-Theatrical—Thelma Harnett (e); Ethelyn Sexton (S)
Music—Ethelyn Sexton (e) (S)
Personnel Mgr. G. L. Deliyanne
Photo. Dept. Mgr.—Tom Tryon (e) (S)
Picture Editor—Carlisle Carver (e); J. Maynard Hill (S)
Radio-Television—Thelma Harnett (e) (S)
Real Estate—Warren Brintnall (e) (S)
Travel—Kenneth Gunderman (S)
Society—Virginia Redfern

MANISTEE (Mich.), NEWS-ADVOCATE (e)
Special Editions: Forest Festival (June).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe column Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Win Kuehl
Editorial Writer—Win Kuehl
Photo. Dept. Mgr.—Bob Bailey
Society—Lorraine Bosschem

MARQUETTE (Mich.), MINING JOURNAL (e)
Advs. Not Accepted: Vending machines.
Special Editions: Christmas Greetings (Dec.); Fire Prevention (Apr.-Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WDMJ and WDMJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Robert Biolo; James Trethewey; Robert Brumm
Editorial Writers—Kenneth S. Lowe; F. J. Russell
Society—Mary G. Belmore

(Continued on Page 202)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MICHIGAN—Cont'd

(Continued from Page 201)

MARSHALL (Mich.), CHRONICLE (e)
Split Run Advertising: Geographically.
No Editions: New Year's Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WALM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. M. Moses
Photo. Dept. Mgr.—Betty Miller
Picture Editor—Betty Miller
Society—Maxine Beach

MENOMINEE (Mich.), HERALD-LEADER (e)
Special Editions: Builders Edition (Apr.); Back To School (Aug.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Murphy
Aviation—Robert Murphy
Book—James Ripley
Business-Financial—P. C. Munroe
Church—Marie Buelow
Credit Mgr.—P. C. Munroe
Editorial Writer—James Ripley
Education—Robert Murphy
Farm—Robert Murphy
Fashion—Florence McDermott
Food—Florence McDermott
Garden—Robert Murphy
Motion Picture-Theatrical—Milton Brown
Picture Editor—Lawrence Ebsch
Radio-Television—Milton Brown
Real Estate—Fred Collins
Travel—Florence McDermott
Society—Marie Buelow

MIDLAND (Mich.), NEWS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wednesday and Saturday.
Advs. Not Accepted: Liquor.
Special Editions: Builders Show (Feb.); Spring Fashions (Mar.); Graduation (May); Back-to-School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WMDN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. C. Rumple
Church—Louis H. Wood
Editorial Writers—Philip T. Rich; N. C. Rumple
Farm—John Nauer
Fashion—Marjorie Lefler
Food—Marjorie Lefler
Garden—Louis H. Wood
Picture Editor—Regina Barber
Society—Marjorie Lefler

MONROE (Mich.), NEWS (e)
Special Editions: Builders Show (Apr.); County Fair Premium (June); County Fair (Aug.); Back-to-School (Aug.); Christmas Shoppers (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly (Wed.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Agnes Funk
Editorial Writers—Roy Hamlin; John King
Farm—D. N. Roberts

MOUNT CLEMENS (Mich.) MONITOR-LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. H. Parres
Aviation—James Mitchell
Book—P. W. McKee
Business-Financial—P. W. McKee
Church—Edgar Racine
Columnist—Maurice Vincent
Editorial Writer—W. B. MacLachlan
Education—Lawrence Palmer
Farm—Edgar Racine
Fashion—Dorothy Magee
Food—Dorothy Magee
Garden—Dorothy Magee
Motion Picture-Theatrical—M. H. Parres
Music—Dorothy Magee
Photo. Dept. Mgr.—Herbert Verveer
Picture Editor—W. B. MacLachlan
Radio-Television—M. T. McKee, Jr.
Society—Dorothy Magee

MUSKEGON (Mich.), CHRONICLE (e)
Run-of-Paper Color Advs: 1 color. Determined by advance arrangement.
Advs. Not Accepted: Mail order.
Special Editions: Home Show (Mar.); National Hardware Week (Apr.); Floor Coverings (Apr.); Back-to-School (Aug.); Home Fashion (Sept. and Dec.); Hunting. Do It Yourself (Oct.);
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Woodruff
Book—C. D. McNamee
Business-Financial—Charles H. Woodruff
Church—Marian Ellias
Editorial Writer—Frederic Read
Education—Ralph W. Eggert
Farm—John A. Chisholm
Fashion—Mrs. Agnes Wilde
Food—Mrs. George E. Matych
Garden—Ralph W. Eggert
Librarian—Idaruth Peterson
Music—Mrs. Agnes Wilde
Photo. Dept. Mgr.—John Bunda
Picture Editor—William A. May
Radio-Television—Richard Hedges
Real Estate—Robert G. Walker
Society—Mrs. Agnes Wilde

NILES (Mich.), STAR (e)
Advs. Not Accepted: Mail order; vending machines; help wanted from out-of-town sources.
Special Editions: Builders' Show (Apr.).
No Editons: Jan. 1; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John R. Scamehorn
Motion Picture-Theatrical—Don R. Carlson
Photo. Dept. Mgr.—Don R. Carlson
Picture Editor—Don R. Carlson
Radio-Television—Don R. Carlson
Society—Janice Kelley

OWOSSO (Mich.), ARGUS-PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Wednesday and Thursday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Year End (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WOAP.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mary Cheney Campbell

PETOSKEY (Mich.), NEWS-REVIEW (e)
Special Editions: Christmas Shopper (Nov.); Fire Prevention (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Doherty
Aviation—Jim Doherty
Book—Jim Doherty
Business-Financial—Jim Doherty
Church—Jim Doherty
Columnists—Jim Doherty
Editorial Writer—Jim Doherty
Education—Jim Doherty
Farm—F. Lovelace
Librarian—Jim Doherty
Motion Picture-Theatrical—Jim Doherty
Photo. Dept. Mgr.—Jim Doherty
Picture Editor—Jim Doherty
Radio-Television—Jim Doherty
Real Estate—Jim Doherty
Travel—Jim Doherty

PONTIAC (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Over 1 col. Tues. & Sat. only.
Split Run Advertising: Every-other Paper.
Special Editions: Builder's Section (Mar); Back-to-School (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Food Section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mary Anglemier
Columnist—Joe Haas
Credit Mgr.—Floyd E. Wesp
Editorial Writer—Ralph W. Beebe
Fashion—Judith Clemence
Food—Janet Odell
Librarian—Mary Anglemier
Motion Picture-Theatrical—Abbie Kucesra
Photo. Dept. Mgr.—Edward Vanderworp
Radio-Television—Lydia Rothman
Society—Judith Clemence

PORT HURON (Mich.), TIMES HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Vending machines.
Special Editions: Industrial Edition (Jan); Farm Edition (Mar); Blue Water Vacation (June); Back to School (Aug); Fire Prevention (Oct); Xmas Gift Guide (Nov); Modern Homes (Feb); Spring Fashions (Mar).
Food and/or Household Dept.: Thursday Food Page.
Radio Station Affiliation: WTTH
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—F. Granger Weil (e) (S); Fred H. Vincent (e); Paul D. Soini (S)
Credit Mgr.—Henry Jurk
Editorial Writer—Edward S. Shover (e) (S)
Farm—William Vincent (e)
Librarian—Mrs. Mary Royan (e) (S)
Photo. Dept. Mgr.—Ralph Polovich (e) (S)
Picture Editor—Louis J. Dunn (e) (S)
Radio-Television—C. E. Burkholder (e) (S)

ROYAL OAK (Mich.), DAILY TRIBUNE (e)
Special Editions: Spring Fashion (Mar.); Home Exposition (Apr.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages, Weds., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Grant Howell
Business-Financial—Lynn S. Miller
Columnist—Philip F. Miller
Editorial Writers—Philip F. Miller; Lynn S. Miller; Grant Howell
Education—Nancy Nogrady
Fashion—Marie VanSickle
Food—Marie VanSickle
Garden—John Kaichen
Librarian—Beverly Peck
Photo. Dept. Mgr.—Bayard F. Lawes
Picture Editor—Grant Howell
Radio-Television—Beverly Peck
Real Estate—John Kaichen
Society—Marie VanSickle

SAGINAW (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Minimum for color-full page.
Advs. Not Accepted: Medical and Cosmetic not in good taste.
Special Editions: Dollar Days (Feb. and Aug.); Saginaw Days (May and Oct.); Christmas Edition (Nov.).
Food and/or Household Dept.: Wednesdays, Thursdays and Sundays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert W. Spendlove
Business-Financial—Herbert W. Spendlove
Church—Glen A. Boissonneault
Credit Mgr.—Maurice E. Cotter
Editorial Writer—Malcolm R. McCrea
Librarian—Robert T. McMillen
Motion Picture-Theatrical—Gerald Bates
Picture Editor—Stuart D. Gross
Radio-Television—Leslie A. Wahl
Society—Esther M. Way

ST. JOSEPH (Mich.), HERALD-PRESS (e)
Run-of-Paper Color Advs: 1 color (1,000 lines) Mon., Tues., Sat.
Special Editions: New Years (Dec. 31); Spring Fashions (May); Youth Fair & Back To School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Thurs.
Radio Station Affiliation: WHFB and WHFB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Stoffel
Aviation—Fred Stoffel
Book—Helen Spangenberg
Business-Financial—W. J. Banyon
Church—Nancy Jeschke
Columnist—Helen Spangenberg
Editorial Writer—W. J. Banyon
Education—Helen Spangenberg
Farm—Jerry Krieger
Fashion—Helen Spangenberg
Food—Helen Spangenberg
Garden—Fred Stoffel
Librarian—Nancy Jeschke
Motion Picture-Theatrical—Helen Spangenberg
Music—Helen Spangenberg
Photo. Dept. Mgr.—Fred Stoffel
Picture Editor—Fred Stoffel
Real Estate—Fred Stoffel
Society—Helen Spangenberg

SAULT STE. MARIE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Christmas (Nov.); Back to School (Aug.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSOO.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—George A. Osborn; E. J. Sundstrom; John Matheson
Education—Lawrence Paquette
Photo. Dept. Mgr.—Glenn N. Gregg
Society—Marianne Ruffer

SOUTH HAVEN (Mich.), DAILY TRIBUNE (e)
Special Editions: Back to School (Aug.); Vacation Edition (June); Farm Edition (Feb.); Dollar Days (Apr.-Oct.).
No Editions: New Year's; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
Group Membership: MPA - Mich. Press Assn; Inland Daily Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mabel Anthony
Editorial Writer—Paul L. Mixter
Farm—Nathan Benezra
Fashion—Mabel Anthony
Photo. Dept. Mgr.—Nathan Benezra
Picture Editor—Nathan Benezra
Society—Mabel Anthony

STURGIS (Mich.), JOURNAL (e)
Advs. Not Accepted: Objectionable Medical.
No Editions: New Years; Decoration Day; July 4th, Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Wednesday, Thursday Building pages Friday; Farm pages Saturday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark P. Haines
Farm—Chester Crawford
Picture Editor—Marvin Eldridge
Society—Majorie Waddell

TRAVERSE CITY (Mich.), RECORD-EAGLE (e)
Run-of-Paper Color Advs.: Up to 1 color. 3-day leeway required.
No Editions: All National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Batdorff
Aviation—John Batdorff
Book—John Batdorff
Business-Financial—Jay Smith
Cartoonists—Robert Batdorff
Church—A. C. Batdorff
Columnists—Robert Batdorff
Credit Mgr.—Bess Burgess
Editorial Writer—Jay Smith
Education—Robert Batdorff
Farm—Gordon Charles
Fashion—Catherine Carroll
Food—Robert Batdorff
Garden—Jay Smith
Librarian—Jay Smith
Motion Picture-Theatrical—Robert Batdorff
Music—Jay Smith
Personnel Mgr.—John Batdorff
Photo. Dept. Mgr.—Al Barnes
Picture Editor—William Smith
Radio-Television—Margaret Votey
Real Estate—Jay Smith
Travel—Jay Smith
Society—Catherine Carroll

YPSILANTI (Mich.), PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
No Editions: July 4th; Christmas.

MINNESOTA

ALBERT LEA (Minn.), TRIBUNE (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Dollar Days (twice yearly); Back to School (Aug.); Fair Edition (Aug.); Fall Opening (Sept.); Spring Opening (Pre-Easter); Electrical Appliances (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
Print Own Magazine: Farm Tab. (e).
Syndicated Magazine Section Carried: Family Weekly (S).
Food and/or Household Dept.: Food and household dept. on Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—I. Sorenson
Columnists—A. Schmahl; W. R. Voigt
Editorial Writer—Kenneth Allen
Society—Love Cruikshank

AUSTIN (Minn.), HERALD (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday.
Advs. Not Accepted: Vending machines-Mail order; Liquor
Special Editions: Spring Fashion (Mar.); Builders (Mar.); Fall Fashion (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—C. Burgeson
Cartoonists—Roger Larson
Church—Ethel Haase
Columnists—Jay Daane; Pat Erdman
Editorial Writer—H. E. Rasmussen
Education—Duane A. Rasmussen
Farm—David F. Owen
Fashion—Pat Erdman
Food—Pat Erdman
Garden—David F. Owen
Librarian—Ethel Haase
Motion Picture-Theatrical—J. Daane
Music—Guilbert Jarvis
Photo. Dept. Mgr.—Ken Hanson
Picture Editor—G. Jarvis
Radio-Television—J. Danne
Travel—C. Burgeson
Society—Pat Erdman

BEMIDJI (Minn.), PIONEER (e)
Special Editions: Conservation Edition (Sept.); First Baby of Year (Dec.); Dollar Day (Feb., Sept.); Builders Edition (Mar.); Back-to-School, (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Martin Barber; Jack Beath
Book—John Ainley
Church—Marie Mossefin
Columnists—John Ainley; Marvin Briggs
Editorial Writers—John Ainley; Marvin Briggs
Education—Martin Barber; Jack Beath
Farm—Marvin Briggs
Fashion—Sybil Forbes; Marie Mossefin
Food—John Ainley
Librarian—Marie Mossefin
Motion Picture—Jack Beath
Picture Editor—Jack Beath
Society—Marie Mossefin

BRAINERD (Minn.), DISPATCH (e)
Special Editions: Vacation (April).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Christmas.

CROOKSTON (Minn.), TIMES (e ex. Sat)
Advs. Not Accepted: Mail Order; Vendors.
Special Editions: Farm (Feb); Christmas; Spring; Fall; Building Spring.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—D. L. Mac; H. Sommer
Editorial Writers—D. L. McKenzie; H. V. Sommer
Photo. Dept. Mgr.—H. V. Sommer
Picture Editor—H. V. Sommer
Society—Ruth Ross

DULUTH (Minn.), NEWS-TRIBUNE (m); HERALD (e); NEWS-TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday. Only one and black in Sunday main news.
Sunday color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: Outlook (Jan.); Women's World (Feb.); Resort & Travel (June); Cook Book (Sept.).
No Editions: Tribune (m) delivered on New Years; Memorial Day; July 4th; Labor Day; Thanksgiving, and Christmas to Herald (e) subscribers because Herald is not published.
Print Own Magazine: Yes.
Food and/or Household Dept: Wed., Thurs., and Fri., Annual Cookbook in Sept.
Radio Station Affiliation: WDSM
Television Station Affiliation: WDSM-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Eugene L. Young
Personnel Manager—Jack M. Bozarth

FAIRMONT (Minn.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Four "Iowa" editions (Spring; Summer; Fall); Christmas; School (Aug.); Recipes (Mar.).
No Editions: New Years; Christmas; July 4th; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Wednesday and Thursday grocery section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lew Fiero, Jr
Aviation—Ray Stougaard
Book—Claude Swanson
Business-Financial—Claude N. Swanson
Church—Mrs. Barbara Blanchard
Columnist—Claude N. Swanson
Credit Manager—Earl Nelson
Editorial Writer—Claude N. Swanson
Education—Richard Palmer
Farm—James Cavers
Fashion—Mrs. Barbara Blanchard
Food—Mrs. Barbara Blanchard
Garden—James Cavers
Librarian—Robert Schroeder
Motion Picture-Theatrical—Ray Stougaard
Music—Mrs. Barbara Blanchard
Personnel Manager—Walter Mickelson, Jr.
Photo. Dept. Mgr.—Robert Schroeder
Picture Editor—Ray Stougaard
Radio-Television—Ray Stougaard
Real Estate—Richard Palmer
Travel—Robert Schroeder
Society—Mrs. Barbara Blanchard

FARIBAULT (Minn.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening; Fair Edition. Home & Building Edition; Farm Show Edition.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Swanberg
Book—Sandra Lorge
Business-Financial—L. E. Swanberg
Church—Sandra Lorge
Columnists—L. E. Swanberg; Robert Retzlaff
Editorial Writers—C. J. Hunt; L. E. Swanberg
Education—H. W. Bailey
Farm—H. W. Bailey
Fashion—Sandra Lorge
Garden—L. E. Swanberg
Motion Picture—Irving Kjelland
Music—Sandra Lorge
Photo. Dept.—Glen Bendickson
Picture Editor—Irving Kjelland
Radio-Television—John Jurkow
Society—Sandra Lorge

FERGUS FALLS (Minn.), JOURNAL (e)
Advs. Not Accepted: Liquor and wine.
Special Editions: Fall Fashions (Sept.); Spring Fashions (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—James Gray
Columnists—Margaretta Robertson
Editorial Writers—W. L. Robertson
Photo. Dept. Mgr.—C. P. Lee
Society—Alpha Beito

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HIBBING (Minn.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color. All days daily.
Advs. Not Accepted: Classified asking for money.
Special Editions: Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Geo. M. Fisher
Editorial Writer—Geo. M. Fisher
Photo. Dept. Mgr.—Steve Propotnik
Picture Editor—Bert Ackerson

INTERNATIONAL FALLS (Minn.), JOURNAL (e ex Sat.)
Advs. Not Accepted: Mail order
Special Editions: Spring Fashions; Back-to-School (Fall); Home Fashions (Fall).
No Editions: On Saturdays; New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Unger
Business-Financial—Paul A. Anderson
Church—Val Beckstrand
Editorial Writers—Paul A. Anderson; Ken Unger
Education—Alec Kaviuk
Farm—Ken Unger
Fashion—Val Beckstrand
Food—Ken Unger
Garden—Ken Unger
Motion Picture-Theatrical—Ken Unger
Photo. Dept. Mgr.—Tony Mio
Picture Editor—Ken Unger
Real Estate—Ken Unger
Travel—Alec Kaviuk
Society—Val Beckstrand

LITTLE FALLS (Minn.), TRANSCRIPT (e)
Advs. Not Accepted: Vending Machine
Special Editions: Christmas (Dec.); Back-to-School (Aug.); Spring Opening (April).
No Editions: Christmas Day; New Years Day; July 4th; May 30; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Anne Merrick; Irene Rudie; Mike Lyons
Credit Mgr.—Don Scobie
Editorial Writer—John L. Truax
Librarian—L. C. Savage
Motion Picture-Theatrical—Anne Merrick
Society—Anne Merrick

MANKATO (Minn.), FREE PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Special Editions: Vacation; Progress; Christmas (Dec.).
No Editions: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jared How
Columnist—Franklin Rogers
Credit Manager—F. J. Chatelain
Editorial Writer—Jared How
Farm—Russell Robertson
Personnel Manager—F. J. Chatelain
Society—Blanche Huntszicker

MINNEAPOLIS (Minn.), TRIBUNE (m) (S); STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily. Sunday in Women's Feature, and Hobby & Home sections.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: National Home Week (S) (Sept.); Annual Business, Financial Review (S) (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Randall Hobart (e); Leonard Inskip (m) (S)
Aviation—John Nyberg (e); Dan Upham (m) (S)
Book—John K. Sherman (m) (e) (S)
Business-Financial—Leonard Inskip (m) (S); Randall Hobart (e)
Cartoonists—Scott Long (m) (S); Roy Justus (e)
Church—Willmar Thorkelson (e); Dan Hafrey (m) (S)
Columnists—George Grim (m) (S); Will Jones (m) (S); Cedric Adams (e) (S); Hal Bjornson (m); Virginia Safford (e) (S); John K. Sherman (e) (S); Ben Kern (m) (S); P. J. Hoff (S)
Credit Mgr.—Clarence W. Pierson
Editorial Writers—Wilbur Elston (m) (e) (S); George L. Peterson (m) (e) (S); Bradley Morison (m) (e) (S); Robert W. Smith (m) (e) (S); Graham Hovey (m) (e) (S); Jay Edgerton (m) (e) (S); Miriam Allburn (m) (e) (S); Charles Guthrie (m) (e) (S); Walter Johnson (m) (e) (S)
Education—Richard Kleeman (m); Herm Sittard (e)
Farm—Russell Asleson (m) (S); Randall Hobart (e)
Fashion—Aileen Reynolds (m) (e) (S)
Food—Mary Hart (m) (S); Virginia Safford (e)
Garden—George Luxton (m) (S)
Librarian—Charles A. Brown III (m) (e) (S)
Motion Picture-Theatrical—Will Jones (m) (S); Bob Murphy (e) (S)
Music—Norman Houk (m) (S); John K. Sherman (e)
Personnel Mgr.—Ralph Thornton
Photo. Dept. Mgr.—James Godbold
Picture Editor—Daryle Feldmeir (m) (S); Herb Germar (e); Charles McFadden (S)
Radio-Television—Will Jones (m) (S); Forrest Powers (e); Florence Murphy (e)
Real Estate—Leonard Inskip (m) (S); Ralph Mason (e)
Sunday Magazine—Charles McFadden
Travel—Barbara Flanagan (m) (S); Virginia Safford (e)
Society—Mary Brown (m) (e) (S)

NEW ULM (Minn.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors, $40.00 page additional for color.
Annual Special Editions: Progress Edition (Jan.); Farm Show (Mar.); Cooking School (Feb.); Fair Issue (Aug.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KNUJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Irma Owen
Columnists—Wm. E. Macklin; Clifford J. Carlson; Herbert H. Schaper
Editorial Writer—Walter K. Mickelson
Photo. Dept. Mgr.—Ronald Grieser
Society—Irma Owen

OWATONNA (Minn.), PEOPLE'S PRESS (m ex. Mon)
Special Editions: Christmas (Dec.); Baseball (May); Back to School (Aug.).
No Editions: Days following New Years Day, Memorial Day, Fourth July, Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Food features on Thursdays. Daily menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—L. R. Ringhofer
Food—L. R. Ringhofer
Picture Editor—Lee Thielman

RED WING (Minn.), REPUBLICAN EAGLE (e)
$45. flat charge per page for color.
Advs. Not Accepted: Liquor, internal medicines.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Albert M. Marshall
Church—P. S. Duff, Jr.
Columnists—E. W. Olson
Editorial Writers—P. S. Duff, Jr.; Albert M. Marshall; E. W. Olson
Education—P. S. Duff, Jr.
Farm—P. S. Duff, Jr.
Fashion—Penny Peters
Food—Penny Peters
Garden—Alfred Swanson
Motion Picture—Fred Jonson
Music—Fred Jonson
Photo. Dept. Mgr.—Leroy Johnson
Picture Editor—Fred Jonson
Radio-Television—Penny Peters
Society—Penny Peters

ROCHESTER (Minn.), POST-BULLETIN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Dollar Days (Feb. & Aug.); Rochester Days (Oct. & May); Back to School (Aug.).
No Editions: Christmas; New Years; July 4th; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Jean Hagen

ST. CLOUD (Minn.), TIMES (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Otto A. Rupp
Personnel Manager—Otto A. Rupp

ST. PAUL (Minn.), PIONEER PRESS (m) (S); DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: (S) Liquor.
Annual Special Editions: (S) Builders Show (Apr.); Outing & Travel (Tab.) (May); Parade of Homes (Sept.); Spring Garden (Roto) (Apr.).
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WCCO.
Television Station Affiliation: WCCO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Gerald B. Smith (m) (e) (S)
Book—Bob Eddy (m) (e) (S)
Business-Financial—F. H. Godfrey (m) (e) (S)
Church—Gerald B. Smith (m) (e) (S)
Columnists—R. J. Dunlap (m) (S); Gareth Hiebert (e)
Credit Mgr.—Joseph N. Meyers
Editorial Writers—L. D. Parlin (m) (e); R. R. Strom (m) (e); John R. Finnegan (m) (e) (S)
Education—Peter Pafialis (m) (e) (S)
Farm—Alfred D. Stedman (m) (e) (S)
Fashion—Maggi Vaughan (m) (e) (S)
Food—Doris Shugard (m) (e) (S)
Garden—Joseph Steigauf (S); Robert A. Phillips (S)
Librarian—Roy W. Swanson (m) (e) (S)
Motion Picture-Theatrical—Bill Diehl (m) (e) (S)
Music—John H. Harvey (m) (e) (S)
Photo. Dept. Mgr.—E. L. Vogt (m) (e) (S)
Picture Editor—E. L. Vogt (m) (e) (S)
Radio-Television—P. M. Clepper (m) (e) (S)
Real Estate—Carl Hennemann (m) (e) (S)
Travel—Lytton Taylor (m) (e) (S)
Society—Amy Birdsall (m) (e) (S)

STILLWATER (Minn.), GAZETTE (e)
Advs. Not Accepted: Patent medicine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. L. Roney

VIRGINIA (Minn.) MESABI DAILY NEWS (e)
Special Editions: Home Building (July); Back to School (Aug.); December 31st.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Elsie M. McIntyre
Editorial Writer—Burt D. Pearson
Photo. Dept. Mgr.—Clarence W. Ivonen
Society—Jean M. Pycha

WILLMAR (Minn.), TRIBUNE (e)
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Spring Opening (March); Back To School (Aug); Christmas (Nov).
No Editions: New Year; Memorial Day; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. C. Bengtson
Book—V. E. Lawson
Church—Joan Buss
Columnists—O. B. Augustson
Editorial Writer—V. E. Lawson
Farm—Gordon Augustson
Food—R. C. Bengtson
Librarian—Emil Aspoas
Photo. Dept. Mgr.—Wendell Anderson
Radio-Television—Stan Haldorson
Society—Nona Olson

WINONA (Minn.), DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. By arrangement.
Advs. Not Accepted: Mail order.
Special Editions: Clean-up, Paint-up (Apr.); Fall Fashion (Aug.); Christmas (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years; Thanksgiving.
Radio Station Affiliation: KWNO & KWNO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—May Murray
Church—Sharon Gray
Columnists—H. G. Hymes; Gretchen L. Lamberton; James Savage; A. F. Shira
Editorial Writers—Gordon R. Closway; William F. White; W. J. Cole; Adolph Bremer; C. Gordon Holte
Farm—Harold Knoll
Fashion—May Murray
Food—May Murray
Garden—A. F. Shira
Music—May Murray
Photo. Dept. Mgr.—Merritt Kelley
Picture Editor—Adolph Bremer
Radio-Television—Blake Kellogg
Society—May Murray

WORTHINGTON (Minn.), GLOBE (e)
Advs. Not Accepted: liquor (ex. beer); vending mach.; homework propositions.
Special Editions: Vacation (June); June Bride (June) Back-to-School (Aug).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Jim Vance
Book—Stella P. Vance
Business-Financial—H. L. Refsell
Church—Mrs. Faith Palmer
Columnists—H. L. Refsell; Fredi Lowry; Dorthy Rickers
Credit Manager—V. M. Vance
Editorial Writer—Jas. L. Vance
Farm—Chas. Mundale
Fashion—Faith Palmer
Food—Faith Palmer
Garden—V. M. Vance
Motion Picture-Theatrical—Ray Crippen
Music—Jim Vance
Personnel Manager—R. M. Vance
Photo. Dept. Mgr.—Jim Vance
Picture Editor—Jim Vance
Travel—V. M. Vance
Society—Faith Palmer

MISSISSIPPI

BILOXI-GULFPORT (Miss.), HERALD (e)
Run-of-Paper Color Advs.: 1 color and black. Daily.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Mrs. Jo Wilkes Reicker
Picture Editors—C. H. Eisendrath, Biloxi; C. C. Blackwell, Gulfport

CLARKSDALE (Miss.), PRESS REGISTER (e)
Advs. Not Accepted: liquor; vending machine.
Special Editions: Spring Fashions (March); Graduation (May); Football (Sept.); Christmas Gift (Dec.).
No Editions: Christmas Day; Thanksgiving Day
Food and/or Household Dept.: Thursday, Farm page Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—B. J. Skelton
Church—B. J. Skelton
Editorial Writer—Jos. F. Ellis, Jr.
Education—Harry B. Abernathy
Farm—Rowland Faust
Food—Mrs. Lois J. Schultz
Garden—Mrs. Lois J. Schultz
Librarian—Harry B. Abernathy
Motion Picture-Theatrical—B. J. Skelton
Radio-Television—B. J. Skelton
Society—Mrs. Lois J. Schultz

COLUMBUS (Miss.), COMMERCIAL DISPATCH (e ex Sat.) (S)
Print Run-of-Paper Color Advs.: 1 color. Any day.
Radio Station Affiliation: WCBI.
Television Station Affiliation: WCBI-TV.

CORINTH (Miss.), CORINTHIAN (e) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily and Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greetings (Dec.); 4-H (Oct., Nov.); Back to School (Sept.); 4-H (Nov. or Dec.).
No Editions: Christmas; Jan. 1; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mildred Sawyer
Business-Financial—F. M. Jay
Church—Ed. Criswell
Columnist—F. M. Jay
Editorial Writer—Frederick M. Jay
Farm—Ed. Criswell
Fashion—Mildred Sawyer
Photo. Dept. Mgr.—Fred Dillon
Picture Editor—Ed. Criswell
Society—Mildred Sawyer

GREENVILLE (Miss.), DELTA DEMOCRAT-TIMES (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thurs. & Sun.
Sunday color comics carried.
Advs. Not Accepted; Liquor.
Special Editions: Land Use (Mar.); Fashion (Apr. or May); Bride (June); Fashion (Sept.).
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Weekly food columns
DEPARTMENTAL EDITORS and/orMANAGERS
Book—David Brown
Church—David Brown
Columnists—Louise Eskrigge Crump; Brodie Crump
Editorial Writers—Hodding Carter; David Brown; Jay Milner
Farm—Harry Marsh
Fashion—Louise Eskrigge Crump
Food—Louise Eskrigge Crump
Garden—Louise Eskrigge Crump
Music—David Brown
Society—Louise Eskrigge Crump

GREENWOOD (Miss.), COMMONWEALTH (e)
Advs. Not Accepted: Liquor and wine.
No Editions: New Year; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Shepherd
Book—Jane Biggers
Business-Financial—Tom Shepherd
Church—Elizabeth Rovenhorst
Editorial Writer—Tom Shepherd
Education—Tom Shepherd
Farm—W. S. Richardson
Fashion—Jane Biggers
Food—Elizabeth Rovenhorst
Garden—Elizabeth Rovenhorst
Librarian—Jane Biggers
Motion Picture-Theatrical—Jane Biggers
Music—Tom Shepherd
Photo. Dept. Mgr.—W. S. Richardson
Real Estate—John W. Ray
Travel—Tom Shepherd
Society—Elizabeth Rovenhorst

GRENADA (Miss.), SENTINEL STAR (e)
No Editions: New Year's; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. M. Grimer

HATTIESBURG (Miss.), AMERICAN (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Stock Show (Mar.), Football (Sept.); Fall Fashion (Oct.); Oil Progress (Oct.); Miss Southern College Homecoming (Oct. or Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. Lowrey
Business-Financial—Andrews Harmon
Church—K. L. Keahey
Editorial Writer—Andrews Harmon
Education—E. Chase
Farm—W. Moncrief
Fashion—Katie Lou Keahey
Food—L. Lowrey
Garden—Miss Sarah Gillespie
Motion Picture-Theatrical—Miss Pat Williams
Photo. Dept. Mgr.—Winfried Moncrief
Picture Editor—Andrews Harmon
Real Estate—J. M. Hughes
Travel—Mrs. M. Donovan
Society—Miss K. L. Keahey

JACKSON (Miss.), THE CLARION-LEDGER (m) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Dec. 26
Television Station Affiliation: WJTV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Purser Hewitt
Aviation—Purser Hewitt
Book—Elsie Chambers
Business-Financial—Joe Penix
Church—Purser Hewitt
Columnists—Charles Hill; Purser Hewitt; Tom Ethridge
Credit Mgr.—Felix Dean
Editorial Writers—T. M. Hederman; Purser Hewitt
Education—Harold Turnage
Farm—Tommy Herrington
Fashion—Mary Alice Bookhart
Food—Mary Alice Bookhart
Garden—Mary Alice Bookhart
Motion Picture-Theatrical—Tommy Herrington
Music—Tommy Herrington
Photo. Dept. Mgr.—Purser Hewitt
Picture Editor—Joe Penix
Radio-Television—Purser Hewitt
Real Estate—Gene Wirth
Travel—Arnold Hederman
Society—Mary Alice Bookhart

JACKSON (Miss.), JACKSON DAILY NEWS (e) (S)
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—O. C. McDavid
Aviation—Jimmy Ward
Book—Frank Hains
Business-Financial—Jack Fairly
Church—Betty Tucker
Columnists—James M. Ward; Frank Hains
Credit Mgr.—Felix Dean
Editorial Writer—James M. Ward
Education—Frank Hains
Farm—Bob Bloodworth
Fashion—Seymour Gordon
Food—Bonita Appleton
Garden—Marion Swayze
Motion Picture-Theatrical—Frank Hains
Music—Frank Hains
Photo. Dept. Mgr.—W. C. Shoemaker
Picture Editor—W. C. Shoemaker
Radio-Television—Frank Hains
Real Estate—Jack Fairly
Travel—Jimmy Ward
Society—Seymour Gordon
Telegraph—Grady Crenshaw

JACKSON, (Miss.), STATE TIMES (e) (S)
Run-of-Paper Color Advs.: 2 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Proctor
Book—Wm. E. Keith
Church—Kay Amburgey
Credit Mgr.—Hal Davis Coppock
Editorial Writer—Robert Webb
Education—Lee Fitzmaurice
Fashion—Madora Sharp
Food—Mrs. Sara Enochs
Librarian—John Bowers
Motion Picture-Theatrical—Wm. E. Keith
Photo. Dept. Mgr.—Sam Green
Radio-Television—Wm. E. Keith
Travel—Paul Tiblier

McCOMB (Miss.), ENTERPRISE-JOURNAL (e)
Special Editions: Forestry (Nov.); Agricultural & Industrial (Feb.);
No Editions: Christmas; Labor Day; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Beth Hibbs

MERIDIAN (Miss.), STAR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Any Day.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Dollar Day (Jan.); Spring Fashion (Mar.); Calf Scramble (Apr.); Cooking School (Apr.); Vacation Section (May); Cap & Gown (May); Baby Edition (May); National Cotton Week (May); Jimmy Rodgers National Country Music Day (May); June Bride Edition (June); Father's Day Edition (June); Dollar Day (July); Picnic Section (July); Fall Fashion (Aug.); Back to School (Aug.); National Home Week (Sept.); Football Kickoff Brand Names Edition (Oct.); Forestry Edition (Nov.); Christmas Opening (Thanksgiving Day); Christmas Greeting (Dec. 24 or 25).
No Editions: Christmas Day.
Syndicated Magazine Section Carried: Family Weekly.

(Continued on Page 204)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MISSISSIPPI—Cont'd

(Continued from Page 203)

MERIDIAN (Miss.) STAR—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—W. L. Ellison
Book—W. L. Ellison
Business-Financial—W. L. Ellison
Church—Mrs. O. T. Robbins
Editorial Writers—Jas. H. Skewes; James B. Skewes
Education—Jerry Kerns
Farm—Mary Hollis
Fashion—Helen Crooks
Food—Helen Crooks
Garden—Ben Arthur Davis
Librarian—Mrs. L. M. Joiner
Motion Picture-Theatrical—Mrs. Eva Young
Music—Helen Crooks
Photo. Dept. Mgr.—Curtis Robinson
Radio-Television—Jerry Kerns
Travel—Mrs. O. T. Robbins
Society—Mrs. Cora Washburn

NATCHEZ (Miss.), DEMOCRAT (m ex. Mon.)
Sunday color comics carried.

NATCHEZ (Miss.), TIMES (e ex. Sat.) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Auto Show (Feb.); Pilgrimage Edition (Mar.); Trade Day (Oct.); Oil Progress Week (Oct.); Annual Southern Cook Book (Oct.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Fred C. Schleet
Columnists—Ray C. Hurt; Elliott Trimble
Editorial Writer—Elliott Trimble
Society—Marie A. Grover

TUPELO (Miss.), JOURNAL (m)
Run-of-Paper Color Advs.: Up to one color. Daily ex. Thursday.
Sunday color comics carried.
Special Editions: Christmas Edition (Dec.).
No Editions: Jan. 1; Dec. 25; July 4; Thanksgiving.
Food and/or Household Dept.: Thurs. Mon.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Harry Rutherford; George McLean
Food—Harry Rutherford

VICKSBURG (Miss.), EVENING POST (e); POST (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Sunday color comics carried.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor
Special Editions: Back To School (Aug.); Christmas Shopping (Nov.); Spring Fashion (Mar.); Fall Fashion (Sept.)
No Editions: Christmas.
Radio Station Affiliation: WQBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Annie Lee Sanders
Church—Burrell Conway
Farm—Pete Finlayson
Garden—Annie Lee Sanders
Photo. Dept. Mgr.—Pete Finlayson
Picture Editor—Annie Lee Sanders
Radio-Television—Burrell Conway
Society—Mrs. Annie Lee Sanders

WEST POINT (Miss.), TIMES LEADER (e)
Advs. Not Accepted: Liquor; Beer; Palmist.
Special Editions: Livestock Show (March); Back to School (Aug); County Fair (Oct.).
No Editions: July 4th; Thanksgiving; Christmas; Labor Day.
Food and/or Household Dept.: Wednesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Henry Harris
Editorial Writer—Henry Harris
Society—Mrs. John Bedford

MISSOURI

BOONVILLE (Mo.), NEWS (e)
Special Editions: Rural Life Edition (July).
No Editions: New Year; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. Summers
Book—Leon Larson
Business-Financial—Gene V. Davis
Church—Leon Larson
Columnists—Leon Larson; Gene Sigman
Editorial Writer—Oliver T. Maxwell
Farm—Leon Larson
Fashion—F. Putnam
Food—F. Putnam
Picture Editor—Leon Larson
Society—F. Putnam

BROOKFIELD (Mo.), BULLETIN (e)
Special Editions: Christmas (Dec.); Progress (Jan.); Rodeo (Aug.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation, KGHM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bernie Ridgway
Editorial Writer—Tom Hartman
Farm—Ira J. Williams
Photo. Dept. Mgr.—Tom Hartman
Picture Editor—Morris Berman
Society—Isabel Leonard

CAMERON (Mo.), NEWS-OBSERVER (e)
Special Editions: Christmas (Nov.).
No Editions: All legal holidays.

CAPE GIRARDEAU (Mo.), SOUTHEAST MISSOURIAN (e)
Run-of-Paper Color Advs.: 2 Colors. Daily.
Advs. Not Accepted: Liquor; beer, wine.
Special Editions: Achievement Edition (Jan.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Juel Mosley.

CARTHAGE (Mo.), PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column; Food & household, Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Dale
Aviation—E. L. Dale
Book—E. L. Dale
Business-Financial—E. L. Dale
Church—E. L. Dale
Editorial Writers—Ward L. Schrantz; E. L. Dale
Education—Jack Harshaw
Farm—Jack Harshaw
Fashion—Myrle Benedict
Food—Myrle Benedict
Garden—Jack Harshaw
Librarian—Robert S. Dale
Motion Picture-Theatrical—Myrle Benedict
Music—Myrle Benedict
Photo. Dept. Mgr.—Robert S. Dale
Picture Editor—Jack Harshaw
Radio-Television—John Key
Real Estate—E. L. Dale
Travel—Myrle Benedict
Society—Myrle Benedict

CLINTON (Mo.), DEMOCRAT (e)
Split Run Advertising: Yes.
Special Editions: Fashion (Mar.); Household (Sept.); County Fair (Aug.)
Group Membership: Missouri Press Assn.
No Editions: Jan. 1; May 30; July 4; Thanksgiving; Dec. 25; Labor Day.
Food and/or Household Dept.: "What's Cooking."
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. K. K. White
Columnist—Mahlon N. White
Editorial Writer—Daniel B. Miles
Fashion—Mrs. Katherine Clagett
Photo. Dept. Mgr.—M. K. White
Picture Editor—Mahlon K. White
Society—Mrs. Katherine Clagett

COLUMBIA (Mo.), MISSOURIAN (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Advs. Not Accepted: Liquor & mail order
Special Editions: Progress (Feb.); Fashion (Apr.); Fashion (Oct.)
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving; Memorial Day.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ruth Bratek
Book—William Peden
Business-Financial—L. D. Flynn
Church—E. W. Sharp
Editorial Writer—Maurice Votaw
Education—Flora Holtman
Farm—J. Philip Norman
Food—Queen Smith
Motion Picture—Ruth Bratek
Photo. Dept. Mgr.—Richard Cannon
Picture Editor—Clifton Edom
Radio-Television—M. E. Gross
Society—Miss Queen Smith

COLUMBIA (Mo.), TRIBUNE (e)
Split Run Advertising: Yes.
Advs. Not Accepted: Mail Order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KFRU
DEPARTMENTAL EDITIONS and/or MANAGERS
Auto—John Lawson
Book—Eugenia Rice
Church—Eugenia Rice
Editorial Writer—J. P. Hamel
Farm—J. P. Hamel
Fashion—Eugenia Rice
Food—Eugenia Rice
Garden—J. P. Hamel
Motion Picture-Theatrical—Max Baird
Music—Eugenia Rice
Photo. Dept. Mgr.—Donald K. Woolley
Picture Editor—L. A. Graebner
Radio-Television—Eugenia Rice
Society—Eugenia Rice

EXCELSIOR SPRINGS, (Mo.), STANDARD (e) (S)
Special Editions: Clay-Ray Life (July).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Withers
Book—B. Satterlee
Business-Financial—D. J. McGiffin
Church—T. Emmons
Editorial Writer—D. J. McGiffin
Education—Marvin Crowley
Farm—Marvin Crowley
Fashion—T. Emmons
Food—T. Emmons
Motion Pictures-Theatrical—T. Emmons
Photo. Dept. Mgr.—Marvin Crowley
Radio-Television—Marvin Crowley
Society—T. Emmons

FESTUS-CRYSTAL CITY (Mo.), NEWS-DEMOCRAT (e)
No Editions: New Year's Day; Memorial Day; 4th July; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty Rose Ragsdale
Columnist—"Doc" Wright
Editorial Writer—Harold L. Wright
Society—Betty DeBasio

FLAT RIVER (Mo.), ST FRANCOIS COUNTY JOURNAL (e ex. Sat).
Advs. Not Accepted: Liquor, beer, mail order, classified.
Group Membership: Mo. Press Assn.
No Editions: July 4th; Labor Day; Christmas; New Years; Memorial Day.
Food and/or Household Dept.: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to C. B. Dees.

FULTON (Mo.), SUN-GAZETTE (e)
Advs. Not Accepted: Liquor; wine
Special Editions: Farm Edition (May.); Christmas Shopping Guide, (Nov.); Christmas Greetings (Dec.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil Johnston, Jr.
Business—Virgil Johnston, Jr.
Book—Florence Wilkerson
Church—Florence Wilkerson
Columnist—Jack Webb
Editorial Writer—Virgil Johnston, Jr.
Education—Dorris Drake
Farm—Jack Webb
Fashion—Florence Wilkerson
Food—Florence Wilkerson
Picture Editor—Jack Webb
Society—Florence Wilkerson

HANNIBAL (Mo.), COURIER-POST (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAD
Television Station Affiliation: KHQA-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clarence Cary
Editorial Writer—Wm. A. Cable
Farm—B. B. Watson
Fashion—Kay Bowen
Photo. Dept. Mgr.—Otis Howell
Radio-Television—Clarence Cary
Real Estate—B. B. Watson
Society—Kay Bowen

INDEPENDENCE (Mo.), EXAMINER (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Whiskey.
Special Edition: First Baby (Dec.); Christmas Edition (Dec.); Progress Edition (Jan.); Recipe Edition (April); Back to School Edition (Aug.).
No Editions:Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Rippel
Aviation—John Rippel
Book—T. Hall Collinson
Business-Financial—John W. McDonald
Cartoonist—Edward D. Moore
Church—Beulah Boone
Columnists—Chell Tousley; Edward D. Moore; Sue Gentry
Credit Mgr.—Mrs. Lois Rinehart
Editorial Writers—T. Hall Collinson; James Allen Southern; John W. McDonald; Kent Thomas
Education—Sue Gentry
Farm—Edward D. Moore
Fashion—Sue Gentry; Chell Tousley
Food—Sue Gentry
Garden—Edward D. Moore
Librarian—Sue Gentry
Motion Picture-Theatrical—Sue Gentry
Music—Sue Gentry
Photo. Dept. Mgr.—Paul Renshaw
Picture Editor—James Southern
Radio-Television—John Rippel
Real Estate—Edward D. Moore
Travel—T. Hall Collinson
Society—Chell Tousley; Sue Gentry

JEFFERSON CITY (Mo.), CAPITAL NEWS (m); POST TRIBUNE (e); NEWS AND TRIBUNE (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Special Editions: Fashion (Mar. & Sept.), Graduation (May); Progress (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thurs; Fri; Sun.
Radio Station Affiliation: KWOS-AM & FM.
Television Station Affiliation: KRCG-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Joseph Majersky

JOPLIN (Mo.), GLOBE (m ex. Mon) (S); NEWS-HERALD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Every Day.
Sunday color comics carried.
Advs. Not Accepted: Mail order; palmistry.
Special Editions: Realtors Bldg. Show (S) (Easter).
No Editions: Christmas (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ray S. Cochran.
Credit Mgr.—R. Teutsch
Editorial Writer—Rex Newman

KANSAS CITY (Mo.), THE KANSAS CITY DAILY NEWS-PRESS (daily except Sat. & Sun.)
DEPARTMENTAL EDITORS and/or MANAGERS
Publisher—Garrett L. Smalley
Associate Publisher—Garrett L. Smalley, Jr.
Associate Publisher—Robert W. Smalley
Editor—Bert L. Campbell

KANSAS CITY (Mo). TIMES (m); STAR (e) (S)
Run-of-Paper Color Advs.: 1 color, Page Units Only. Every Day; 4 color Page Units Sunday.
Advs. Not Accepted: Liquor, questionable financial or medical.
Special Editions: Year-end Review (Jan.); Lawn & Garden (Jan., Mar.); Dog Show (Feb.); Auto Show (Feb.); Better Homes (Apr.); Resorts (Jan., June, Nov., Dec.); Mid-Year Review (July); Do-It-Yourself Show (Sept.); Food Show (Sept.); American Royal (Oct.).
Group Membership: Nancy Sasser; Jessie's Notebook
Food and/or Household Dept: Food page—Friday Recipe and household hints daily.
Radio Station Affiliation: WDAF.
Television Station Affiliation: WDAF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Justin D. Bowersock
Aviation—Justin D. Bowersock
Book—Louis Mecker
Business-Financial—R. J. Hoyland; Ben Schifman
Cartoonists—S. J. Ray; Dale Beronius
Church—Mary Hobbs
Columnists—Landon Laird; Bill Vaughan; James Jackson
Credit Mgr.—J. H. Hoover
Editorial Writers—W. W. Baker; Kenneth L. Fox; Alvin S. McCoy; Richard Fowler; Henry C. Haskell; A. L. Bohling, Jr.; James Scott
Education—Margaret Hamilton
Farm—Roderick Turnbull
Fashion—Nell Snead
Food—Erma Young
Garden—James Jackson
Librarian—John Doohan
Motion Picture-Theatrical—Carl Cooper
Music—Clyde Neibarger
Photo. Dept. Mgr.—Sol Studna
Picture Editor.—Calvin F. Eby.
Radio-Television—R. J. Hoyland
Real Estate—Fred Fitzsimmons
Travel—J. D. Bowersock
Society—Erma Young

KENNETT (Mo.), DUNKLIN DEMOCRAT (e)
Annual Special Editions: Christmas (Dec.); Farm (Feb. and Aug.).
No Editions: Jan. 1; May 30; July 4; Sept. 1; Nov. 22.
Food and/or Household Dept.: Food column and section on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jack Stapleton, Jr.
Cartoonist—Wm. R. James
Church—Mrs. Alice James
Columnists—Whitney Thrower; Jack Stapleton, Jr.; Franklin Burrell
Editorial Writers—Jack Stapleton, Jr.; Wm. E. Dye
Farm—Franklin Burrell
Food—Mrs. Elizabeth Williams
Librarian—Miss Esther Gilman
Motion Picture-Theatrical—Jack Stapleton, Jr.
Photo. Dept. Mgr.—David Shelburne
Picture Editor—Wm. E. Dye
Real Estate—Robt. Goodman
Society—Hazel M. Sells

KIRKSVILLE (Mo.), EXPRESS & NEWS (e) (S)
No Editions: National holidays.

LAMAR (Mo.), DEMOCRAT (e)
Special Editions: Christmas Shoppers (Dec.).
No Editions: New Years; Memorial Day; Labor Day; July 4th; Christmas; Thanksgiving.

LEBANON (Mo.), DAILY RECORD (m) (e)
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.

LEXINGTON (Mo.), ADVERTISER-NEWS (e)
No Editions: Christmas; New Years; July 4th; Thanksgiving.

MACON (Mo.), CHRONICLE-HERALD (e)
Special Editions: Conservation (July); Back to School (Aug.); Fashion (Sept.); Appliance (July).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. M. Sagaser
Editorial Writer—Frank P. Briggs
Photo. Dept. Mgr.—Paul Poteet
Society—Miss Flossie Burkhart

MARYVILLE (Mo.), FORUM (e)
Special Editions: School (Aug.); Fall Fashions (Oct.).
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.

MEXICO (Mo.), LEDGER (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Memorial Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Sterner
Aviation—Jim Sterner
Book—Jim Sterner
Business-Financial—R. M. White, II
Church—Jim Sterner
Credit Mgr.—Hazel Kistler
Editorial Writer—Robert M. White, II
Education—Jim Sterner
Photo. Dept. Mgr.—Vic Hildebrand
Picture Editor—Jim Sterner
Society—Laurene Miller

MOBERLY (Mo.) MONITOR-INDEX (e)
Advs. Not Accepted: Liquor.
No Editions: New Year; Memorial; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jo Driskell
Editorial Writer—W. T. VanCleve
Farm—Callie Halliburton
Society—Miss Jo Driskell

MONETT (Mo.), TIMES (e)
Advs. Not Accepted. Liquor.
Special Editions: Christmas
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas; Labor Day; New Years.

NEOSHO (Mo.), NEWS (e) (S)
Sunday color comics carried.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Howard L. Bush

NEVADA (Mo.), MAIL (e); HERALD (S)
Special Editions: Farm Edition (Feb.), Graduation Edition (May); Back-to-School Edition (Aug.); Spring Fashions (S) (Mar.); Youth Fair (S) (Sept.); Christmas (S) (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Peter V. McCoy
Church—Glessie Ewing
Editorial Writer—Peter V. McCoy
Education—Glessie Ewing
Farm—Glessie Ewing
Fashion—Glessie Ewing
Food—Glessie Ewing
Garden—Glessie Ewing
Librarian—Ludmila Weir
Motion Picture-Theatrical—Peter V. McCoy
Music—Peter V. McCoy
Picture Editor—Peter V. McCoy
Society—Glessie Ewing

POPLAR BLUFF (Mo.), AMERICAN REPUBLIC (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wildon Roberts
Business-Financial—W. Roberts
Credit Mgr.—B. R. Wheetley
Editorial Writer—James Hendrickson
Farm—Wildon Roberts
Fashion—Agnes Maske
Food—Agnes Maske
Picture Editor—Roberts Stanard
Society—Agnes Maske

ROLLA (Mo.), NEWS (e)
Special Editions: Progress Edition (Aug.); Building Edition (Feb.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Darrell Bradford
Farm—Darrell Bradford
Features—Margaret Lloyd
Food—Christine Beutler
Garden—Margaret Lloyd
Society—Christine Beutler

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ST.CHARLES (Mo.). BANNER-NEWS (e ex. Sat)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. Kelch
Aviation—R. Kelch
Book—R. Kelch
Business-Financial—R. Kelch
Church—R. Kelch
Columnists—W. Buechler
Editorial Writer—W. Buechler
Education—R. Kelch
Farm—R. Kelch
Food—R. Kelch
Garden—R. Kelch
Photo. Dept. Mgr.—M. Thomson
Picture Editor—M. Thomson
Radio-Television—R. Kelch
Real Estate—R. Kelch
Society—M. Sperandio

ST. JOSEPH (Mo.), GAZETTE (m); NEWS-PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: (S) Building Section (Apr.); School Section (Aug.); Appliance Section (June); Refrig. & Deep Freeze (May); Radio & TV (Oct.).
Combined Editions: New Years; Memorial Day; July 4th, Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin McDonald (e) (S)
Aviation—Edwin McDonald (e) (S)
Business-Financial—Edwin McDonald (S)
Church—Elsie Mules (e) (S)
Columnists—Don Houseworth (m), Harold Mills (m); Arthur Burrowes (e) (S); Merrill Chilcote (e) (S) Harold Slater (e) (S)
Editorial Writers—Letty Morton (e) (S); Arthur Burrowes (e) (S); Harold Mills (m)
Farm—Richard Altman (e) (S)
Fashion—Jane Erickson (e) (S)
Food—Jane Erickson (e) (S)
Librarian—Larry Halter
Motion Picture-Theatrical—Elsie Mules (e) (S)
Music—Edwin McDonald (e) (S)
Photo. Dept. Mgr.—William Bennet-(m), Lewis Shady (e) (S)
Picture Editor—Merrill Chilcote (e) (S)
Radio-Television—Don Thornton
Real Estate—Edwin McDonald (e) (S)
Travel—Edwin McDonald (e) (S)
Society—Betty Irwin (e) (S)

ST. LOUIS (Mo.), GLOBE-DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Obscene or extravagant medical claims.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan; Puck Comic Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KWK.
Television Station Affiliation: KWK-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Martin Telle
Book—Francis A. Klein
Business-Financial—William A. Happ
Cartoonist—Don Hesse
Church—W. E. Orthwein
Columnists—Robert Goddard; Beulah Schacht; Robert L. Burnes; William A. Happ; John R. Hahn; John Costello
Credit Mgr.—Stuart Murphy
Editorial Writers—Louis LaCoss; Francis H. Thornton; John Costello
Fashion—Frances G. Smiley
Food—Marian M. O'Brien
Librarian—Josephine Fahey
Motion Picture-Theatrical— I. L. Monk
Music—Francis A. Klein
Personnel Mgr.—G. D. Bauman
Picture Editor—Robert Briggs
Real Estate—Nell H. Gross
Society—May Stanford Hunt

ST. LOUIS (Mo.), POST-DISPATCH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Daily & Sunday color comics carried.
Advs. Not Accepted: Certain medical.
No Editions: Memorial Day; New Years; Labor Day; July 4th; Thanksgiving; Christmas.
Group Membership: Metropolitan.
Radio Station Affiliation: KSD
Television Station Affiliation: KSD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil G. Baker
Book—Thomas B. Sherman
Business-Financial—Lee D. McCarthy
Cartoonist—Daniel R. Fitzpatrick
Church—John T. Stewart
Credit Manager—Arthur F. Gereckse
Editorial Writers—Irving Dilliard; Ernest Kirschten; Robert Lasch; James Lawrence; Rufus Terral; Charles J. Prendergast, Jr.; Robert A. Randolph
Fashion—Sylvia Styles
Food—Dorothy Brainerd
Garden—Virgil G. Baker
Librarian—Roy T. King
Motion Picture-Theatrical—Myles Standish
Music—Thomas B. Sherman
Photo. Dept. Mgr.—Clint Murphy
Picture Editor—William Bransted (daily)
Radio-Television—Warner O. Schoyen
Real Estate—Virgil G. Baker
Travel—Dorothy Brainerd
Society—Mrs. Margaret A. Ruhl

SEDALIA (Mo.), CAPITAL (m ex. Mon.); DEMOCRAT (e ex. Sat.); CAPITAL-DEMOCRAT (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily & Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Retail mail order.
Special Editions: Appreciation Days (June); State Fair (Aug.); Recipe (Feb.); Fashion (Mar.); Farm (Jan. & Mar.); Vacation (June); Back To School (Aug.); Clean-Up (Apr.)
Food and/or Household Dept.: Food section Thurs (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George H. Scruton
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Address other editorial correspondence to Peter Potter.

SIKESTON (Mo.), STANDARD (e)
Special Editions: Christmas (Dec.); Fall Style (Sept.); Spring Style (March); Progress (Last Sat. in Feb.).
No Editions: New Years; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Raynette Ford
Business-Financial—Bob Yorke
Church—Nan L. Watson
Editorial Writers—C. L. Blanton Jr.; Bob Yorke
Fashion—Nan L. Watson
Food—Raynette Ford
Garden—K. Blanton
Librarian—Margaret Manley
Motion Picture-Theatrical—Willis Mills
Music—Raynette Ford
Photo. Dept. Mgr.—Loy Baugher
Picture Editor—Loy Baugher
Real Estate—Bob Yorke
Travel—Nan L. Watson
Society—Nan L. Watson

SPRINGFIELD (Mo.), NEWS (m); LEADER & PRESS (e); NEWS and LEADER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sun.
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Hank Billings (S)
Book—C. W. Johnson (S)
Cartoonist—Robert Palmer (e) (S)
Church—Mary Ritchie (S)
Columnists—Lucile Upton; Perry Smith; Joe Clayton; C. W. Johnson; Bob Hunt (S)
Credit Manager—Pearle Hermes
Editorial Writers—Perry Smith; Tom Ellis (e) (S); C. W. Johnson
Education—Mary Ritchie (m); Ann Gibson (e)
Farm—Tom Ellis (e) (S)
Fashion—Elaine Phillips (e)
Motion Picture-Theatrical—Jim Billings
Personnel Manager—Arch A. Watson
Picture Editors—C. W. Johnson (e); Walter Brunkhorst (m) (S)
Radio-Television—Jim Billings
Real Estate—Dick Shelton
Society—Elaine Phillips (e) (S)

TRENTON(Mo.), REPUBLICAN TIMES (e)
No Editions: Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving, Christmas; New Years.

WARRENSBURG (Mo.), STAR-JOURNAL (e)
Advs. Not Accepted: Whiskey; Classified Display.
Special Editions. Back To School (Aug.), College Opening (Sept.); College Homecoming (Oct.); Christmas Edition (Dec.); Christmas Shoppers issue (Dec.).
No. Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. C. Tucker
Aviation—Don Rhodes
Book—W. C. Tucker
Business-Financial—W. C. Tucker; Leland Markward
Church—W. C. Tucker
Credit Manager—Gladys Johnson
Editorial Writers—W. C. Tucker; Leland Markward
Education—Leland Markward
Farm—W. C. Tucker
Fashion—Caroline Anderson
Food—J. W. Kitterman
Garden—William Kirby
Librarian—Gladys Johnson
Music—Caroline Anderson
Personnel Manager—William C. Tucker
Photo. Dept. Mgr.—W. C. Tucker
Picture Editor—Leland Markward
Travel—W. C. Tucker
Society—Caroline Anderson

WEBB CITY (Mo.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and homemaker columns three times weekly; no fixed dates.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Potter
Business-Financial—John W. Potter
Church—Hal M. Wise, Jr.
Editorial Writer—Hal M. Wise, Jr.
Education—Hal M. Wise, Jr.
Fashion—Dorothy L. Wise
Food—Dorothy L. Wise
Garden—Dorothy L. Wise
Librarian—Hal M. Wise, Jr.
Picture Editor—Hal M. Wise, Jr.
Real Estate—John W. Potter
Travel—Hal M. Wise, Jr.
Society—Dorothy L. Wise

WEST PLAINS (Mo.), QUILL (e)
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas Shopping Guide (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank L. Martin
Aviation—Frank L. Martin
Book—Allene Chapin
Business-Financial—Dennie Hall
Cartoonist—Frank L. Martin
Church—Elinore Davis
Columnist—Frank L. Martin
Credit Mgr.—Frank L. Martin
Editorial Writers—Frank L. Martin; Dennie Hall
Education—Allene Chapin
Farm—Dennie Hall
Fashion—Elinore Davis
Food—Allene Chapin
Garden—Allene Chapin
Librarian—Allene Chapin
Motion Picture-Theatrical—Allene Chapin
Music—Elinore Davis
Personnel Mgr.—Frank L. Martin
Photo. Dept. Mgr.—J. W. Copeland
Picture Editor—Frank L. Martin
Radio-Television—Frank L. Martin
Real Estate—Elinore Davis
Travel—Allene Chapin
Society—Allene Chapin; Elinore Davis

MONTANA

BILLINGS (Mont.), GAZETTE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sun. 1,000 li. min.
Sunday color comics carried.
Advs. Not Accepted: Vending machine where cash deposit is required.
Special Editions: Montana Farm Inst. (Feb.);
No Editions: (e only) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—J. E. Peters

BOZEMAN (Mont.), CHRONICLE (e ex. Sat) (S)
Sunday color comics carried.
Special Editions: Fall Fashion (Sept.); Community Days (Jan.); Spring Fashion (Mar.); Community Days (July); Christmas (Nov.); Mid-Winter Fair (Mar.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Secor
Aviation—W. A. Secor
Book—G. N. Ifft
Business-Financial—W. A. Secor
Columnist—G. N. Ifft
Church—G. N. Ifft
Editorial Writers—W. A. Secor; G. N. Ifft
Education—Ralph Evans
Farm—W. A. Secor
Fashion—Lucille Sheridan
Food—Lucille Sheridan
Garden—W. A. Secor
Music—Lucille Sheridan
Photo. Dept. Mgr.—John Saxman
Picture Editor—John Saxman
Radio-Television—Ralph Evans
Real Estate—W. A. Secor
Travel—W. A. Secor
Society—Lucille Sheridan

BUTTE-ANACONDA (Mont.), STANDARD (m); POST (e); STANDARD (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily except Sun.
Sunday color comics carried.
Advs. Not Accepted: Fortune Telling.
Special Editions: Auto (Feb.); Home (Apr., Sept.); Fashion (Mar., Aug.); Vacation (June).
Food and/or Household Dept.: Thursday; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Scotty Campbell
Book—Law Risken (e)
Editorial Writers—Glenn Moon; George McVey
Fashion—Tom Wigal
Food—Scotty Campbell
Society—Mrs. Peggy Verstappen (m) (e)

GREAT FALLS (Mont.), TRIBUNE (m); LEADER (e); TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Sunday color comics carried.
Split Run Advertising: Every-other Paper by editions.
Special Editions: Spring Edition-Apparel & Home Furnishings (m) (Mar.); Baseball Edition (e) (Apr.); Back to School Edition (Aug.); Farm Edition (m) (S) (Feb.).
No Editions: Christmas (e)
Print Own Magazine: Yes
Food and/or Household Dept.: Food page Thurs. (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Joel Koppang

HAMILTON (Mont.), RAVALLI REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nettie Widner
Editorial Writer—Jack E. Coulter
Education—Jack E. Coulter
Farm—Jack E. Coulter
Photo. Dept. Mgr.—Jack E. Coulter

HAVRE (Mont.), NEWS (e ex. Sat)
Special Editions: May Music Festival (May); Harvest Festival (Oct.); Christmas (Dec.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herbert C. Watts, Jr.

HELENA (Mont.), INDEPENDENT RECORD (e) (S)
Group Membership: Montana Color Group for Sunday comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Gaskill
Columnist—John Willard
Editorial Writer—E. A. Dye
Motion Picture-Theatrical- -Al Gaskill
Picture Editor—Al Gaskill
Society—Gladys LeFors

KALISPELL (Mont.), INTER LAKE (e) (S)
Sunday color comics carried.
Special Editions: Progress Edition (Apr.); Boating (June); Farm & Home Tab. (Jan., Apr., July, Oct.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Paulos
Aviation—Bob Paulos
Book—William B. Sweetland
Business-Financial William B. Sweetland
Church—Marian Abott
Columnist—William B. Sweetland
Editorial Writer—William B. Sweetland
Education—Dean Krenz
Farm—Dean Krenz
Fashion—Marian Abbott
Food—Marian Abbott
Garden—William B. Sweetland
Motion Picture-Theatrical—Dean Krenz
Music—W. B. Sweetland
Photo. Dept. Mgr.—Dean Krenz
Picture Editor—Dean Krenz
Radio-Televisic —Dean Krenz
Real Estate—W. B. Sweetland
Travel—Marian Abbott
Society—Marian Abbott

LEWISTOWN (Mont.), NEWS (e ex. Sat) (S)
Daily & Sunday color comics carried.
Special Editions: Christmas (Dec.); Fair Industrial (July).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Metier
Aviation—William Metier
Book—Amy Fike
Business-Financial—Lloyd Raw
Church—Roger Conley
Columnist—Gunter Hauk
Credit Mgr.—Lloyd Raw
Editorial Writer—Edward L. Fike
Education—Rodger Conley
Farm—Warren Raitt
Fashion—Delores Meehan
Food—Ann Keeney
Garden—Lloyd Raw
Librarian—William Metier
Motion Picture-Theatrical—Warren Raitt
Music—Gunter Hauk
Personnel Mgr.—Lloyd Raw
Photo. Dept. Mgr.—Gunter Hauk
Picture Editor—Gunter Hauk
Radio-Television—Lloyd C. Raw
Real Estate—Lloyd C. Raw
Travel—Edward L. Fike
Society—Delores Meehan

LIVINGSTON (Mont.), ENTERPRISE (e)
No Editions: All legal holidays, and G. Washington's Birthday.

MILES CITY (Mont.), STAR (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. When paper is less than 12 pages.
Sunday color comics carried.
Advs. Not Accepted: Vending machine.
Special Editions: Back-to-school (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KATL.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert J. Scanlan
Columnist—Robert J. Scanlan
Editorial Writer—Robert J. Scanlan
Farm—Robert J. Scanlan
Photo. Dept. Mgr.—Robert J. Scanlan

MISSOULA (Mont.), MISSOULIAN (m); SENTINEL (e); MISSOULIAN (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Auto Show; Spring styles (Mar.); Fall styles (Sept.).
No Evening Editions: Labor Day; New Years; Memorial Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Guy Mooney

NEBRASKA

ALLIANCE (Neb.), TIMES-HERALD (e)
Special Editions: Back-To-School (Aug.); Spring Fashions (Mar.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Manley
Business-Financial—Gene Kemper
Church—Helen Kemper
Columnists—Gene Kemper; Dick Manley
Editorial Writer—Gene Kemper
Education—Dick Manley
Farm—Dick Manley
Fashion—Helen Kemper
Food—Helen Kemper
Picture Editor—Dick Manley
Society—Helen Kemper

BEATRICE (Neb.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Building (May); Fair (Sept.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. M. Marvin; Al Riddington
Editorial Writer—E. M. Marvin
Farm—Al Riddington
Fashion—Rosanna Forsythe
Society—Hazel Sabin

COLUMBUS (Neb.), TELEGRAM (e)
Advs. Not Accepted: Class. display; Help wanted & Bus. Opportunity asking for advance cash payments.
Special Editions: Back-to-School (Aug.); Fashion (Spring and Fall).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. F. Kennedy
Editorial Writers—Mrs. Svea Loomis; Laird Loomis
Farm—R. F. Kennedy
Food—R. F. Kennedy
Picture Editor—Paul Ernst

FAIRBURY (Neb.), NEWS (e)
No Editions: New Years; Memorial; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Virg Hill
Church—Ruth Hill
Editorial Writer—Virg Hill
Farm—Kenneth Clinefelter

FALLS CITY (Neb.), JOURNAL (e)
No Editions: Legal holidays.
Food and/or Household Dept.: Occasionally.

FREMONT (Neb.), GUIDE & TRIBUNE (e)
Special Editions: Farm Edition (Mar.); Your Home Today (Apr.); Spring Fashion (Apr.); Appliance Edition (July); 4-H Fair Edition (Aug.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Pages— Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Weber
Book—Russell Weber
Business-Financial—Russell Weber
Church—Cherry Gocken
Credit Mgr.—Reinald Kaiser
Editorial Writers—Lester A. Walker; Russell Weber
Farm—Rod Wenz
Fashion—Cherry Gocken
Food—Norma Andrews
Garden—Russell Weber
Photo. Dept. Mgr.—Russell Weber
Real Estate—Russell Weber
Society—Cherry Gocken

(Continued on Page 206)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEBRASKA—Cont'd

(Continued from Page 205)

GRAND ISLAND (Neb.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Saturday color comics carried.
Special Editions: Farm Edition (Feb.); Back to School (Aug.); Fair (Aug.).
No Editions: July 4th; Thanksgiving; Christmas
Advs. Not Accepted: Vending machine.
Food and/or Household Dept.: Thurs.; Farm & Church Pages every Fri.; Home, Bldg. & Garden Pages every Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arch W. Jarrell
Aviation—Arch W. Jarrell
Book—Arch W. Jarrell
Business-Financial—Arch W. Jarrell
Columnists—Arch W. Jarrell; Jack Bailey
Editorial Writer—Arch W. Jarrell
Education—Arch W. Jarrell
Farm—Myron Gustafson
Garden—Arch W. Jarrell
Librarian—Arch W. Jarrell
Motion Picture-Theatrical—Arch W. Jarrell
Music—Arch W. Jarrell
Photo. Dept. Mgr.—Jack Bailey
Picture Editor—John Conant
Radio-Television—Arch W. Jarrell
Real Estate—Arch W. Jarrell
Travel—Arch W. Jarrell

HASTINGS (Neb.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Thursday. 4 colors other days.
Special Editions: Christmas Eve (Dec.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.); Back to School (Aug.); Annual Review Edition (Jan. or Feb.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Household and food page(s) Thursday.
Radio Station Affiliation: KHAS.
Television Station Affiliation: KHAS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Lee Nelson; Helen Hemphill; Don Long
Credit Mgr.—Donald L. Wolf
Editorial Writers—Fred A. Seaton; Burt James; Helen Hemphill
Farm—Don Long
Fashion—Helen Hemphill
Food—Helen Hemphill
Garden—Don Long
Librarian—Harlan Biedeck
Personnel Mgr.—Lloyd P. Kissinger
Picture Editor—Burt James
Society—Lois Weyand

HOLDREGE (Neb.), CITIZEN (e)
Special Editions: Dollar Day (May-Sept.); Clearance (July); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dwight King
Columnist—Harold L. Spence
Editorial Writers—Dwight King; Harold L. Spence
Farm—James Rippey
Fashion—Kay Bergstrom
Picture Editor—Harold L. Spence
Society—Kay Bergstrom

KEARNEY (Neb.), HUB (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Chittenden
Editorial Writer—E. E. Chittenden
Farm—Charles Poell
Fashion—Lillian Hirschfeld
Food—Lillian Hirschfeld
Photo. Dept. Mgr.—Robert S. Ayres
Picture Editor—Robert S. Ayres
Society—Lillian Hirschfeld

LINCOLN (Neb.), STAR (m); JOURNAL (e); JOURNAL-STAR (S)
Run-of-Paper Color Ads.: Up to 4 colors. Daily & Sun. ex. Wed. (e).
Sunday color comics carried.
Advs. Not Accepted: Liquor; beer (e) (S).
Special Editions: State Fair (S) (Aug.); Business (S) (Jan.).
Food and/or Household Dept.: Fri. (m); Thurs. (e); Sun. (S).
Radio Station Affiliation: KFAB.

McCOOK (Neb.), DAILY GAZETTE (e) (S)
Split Run Advertising: Geographically; Every-other Paper.
Annual Special Editions: Lakes (June).
No Editions: July 4th; News Years Day; Thanksgiving Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Liz Johnson
Book—Dimis Converse
Business-Financial—Liz Johnson
Church—Dimis Converse
Editorial Writer—H. D. Strunk
Education—Dan McGrew
Farm—Dan McGrew
Fashion—Dimis Converse
Food—Dimis Converse
Garden—Dimis Converse
Librarian—Dimis Converse
Motion Picture-Theatrical—Dimis Converse
Music—Dimis Converse
Photo. Dept. Mgr.—Liz Johnson
Picture Editor—Liz Johnson
Radio-Television—Dimis Converse
Real Estate—Liz Johnson
Society—Demis Converse

NEBRASKA CITY (Neb.), NEWS-PRESS (e ex. Sat) (S)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column, features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. H. Sweet
Editorial Writer—J. H. Sweet
Photo. Dept. Mgr.—Arthur Sweet
Picture Editor—Arthur Sweet

NORFOLK (Neb.), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. 3 day leeway.
Special Editions: Spring Fashion (March); Teachers Convention (Oct).
No Editions: Christmas; New Years; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept.: Food column Tuesday and Thursday.
Radio Station Affiliation: WJAG
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Sterling McCaw
Church—Nelson Barth
Columnists—Alice Leffler; Blanche Pease
Editorial Writer—Sterling McCaw
Farm—Alice Leffler
Fashion—Florence Roggenboch
Food—Blanche Pease
Motion Picture-Theatrical—Nelson Barth
Photo. Dept. Mgr.—Dave Powell
Picture Editor—Horace Gomon
Radio-Television—Nelson Barth
Society—Florence Roggenboch

NORTH PLATTE (Neb.), TELEGRAPH-BULLETIN (e)
Run-of-Paper Color Advs.: 1 color. Daily. 3 day leeway required.
Special Editions: Back To School (Aug); Spring Fashion (Mar); Fall Fashion (Sept).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Keith Blackledge.

OMAHA (Neb.), WORLD-HERALD (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. All editions except Monday morning.
Sunday color comics carried.
Split-Run Advertising: Available Subject to publisher's approval.
Advs. Not Accepted: Medical copy subject to publisher's approval.
Special Editions: Financial (Jan.); Insurance (Sept.); Farm and Ranch (Mar. & Sept.); Resort and Travel (S) (annual June); National Home Week (S) (Sept.).
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Comics Group.
Food and/or Household Dept.: Daily food column, frequent food features. Separate food section Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Sadler
Aviation—Paul Williams
Book—Victor Paul Hass
Business-Financial—Ernest Borgmeyer
Cartoonist—Henry C. Barrow
Church—James Ivey
Columnists—Guy S. Williams; Denman Kountze, Jr.
Credit Mgr.—Donald F. Smith
Editorial Writers—Edward Morrow; Keith Wilson; Reid Zimmerman; Max Coffey
Farm—Don Muhm
Fashion—Evelyn Simpson
Food—Maude Coons
Garden—David Sadler; Lillian Leddy; Frank Pipal
Librarian—Helen Nolan
Motion Picture-Theatrical—Denman Kountze, Jr.
Music—Martin W. Bush
Photo. Dept. Mgr.—Lawrence Robinson
Picture Editors—Alfred L. Frisbie, Jr.; Wayne Johnson
Radio-Television—Irene Provost
Real Estate—David Sadler
Travel—Robert Houston
Society—Evelyn Simpson

SCOTTSBLUFF (Neb.), STAR-HERALD (m ex. Mon)
Special Editions: Christmas Ed. (Dec.); Back to School Ed. (Aug.); Style Ed. (Mar-Apr.); Style Ed. (Sept.).
No Editions: Day after: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Floyd C. Wisner; Larry Batson
Society—Mrs. Nellie Justis

YORK (Neb.), NEWS TIMES (e)
Special Editions: Back to School (Aug.); Christmas Edition (Nov.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas D. Bourke
Church—Mrs. Fern Rose
Columnist—W. A. Stauffer
Editorial Writers—W. A. Stauffer
Farm—Thomas D. Bourke
Garden—Mrs. Fern Rose
Picture Editor—Charles E. Bradwell

NEVADA

CARSON CITY (Nev.), APPEAL (e)
Sunday color comics carried.
Special Editions: State Legistature Opening (Jan.); Lake Tahoe Opening (May); Admission Day (Oct.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Dolan
Aviation—William Dolan
Book—Neal Van Sooy
Business-Financial—Neal Van Sooy
Credit Manager—O. Z. Newton
Editorial Writer—Neal Van Sooy
Education—Bob Smith
Fashion—Gerry Van Sooy
Food—Gerry Van Sooy
Garden—Gerry Van Sooy

ELKO (Nev.), FREE PRESS (e ex. Sat.)
Special Editions: Rodeo (June); Fair (Aug.); Christmas (Dec.); Bargain Days (June, Sept.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Christmas; Admission Day, Oct. 31.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Chris H. Sheerin
Church—Mrs. Billie Glock
Columnist—Gene Evans
Editorial Writer—Chris H. Sheerin
Photo. Dept. Mgr.—Earl Frantzen
Society—Mrs. Billie Glock

ELY (Nev.), TIMES (e)
No Editions: Jan. 1; May 30; July 4th; Labor Day; Oct. 30; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Darwin S. Lambert
Photo. Dept. Mgr.—Jay E. Steed

LAS VEGAS (Nev.), REVIEW-JOURNAL (e) (S)
Run-of-Paper Color Advs.: Full color available. Daily.
Daily & Sunday color comics carried.
Split Run Advertising; Geographically (e only).
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Wed.
Television Station Affiliation: KLRJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Daly
Book—Robert Carey
Church—Pat Bishop
Columnists—A. E. Cahlan; John Romero; George King (Golf); Chet Sobsey (Political); Pat Fitzgibbon (Outdoor)
Editorial Writers—A. E. Cahlan; John Cahlan
Fashion—Jane Tucker
Food—Muriel Mooney
Garden—Monte Morrow
Librarian—Pat Bishop
Motion Picture-Theatrical—Les Devor
Music—Les Devor
Photo. Dept. Mgr.—Dennis Schieck
Picture Editor—Dennis Schieck
Radio-Television—Sone Tuttle
Travel—John Daly
Society—Jane Tucker

LAS VEGAS (Nev.), SUN (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Fall Fashions (Sept.); Spring Fashions (Mar.); Dollar Days (Feb. and Aug.); Back to School (Aug.).
Food and/or Household Dept.: Thursday and Sunday.
Television Station Affiliation: KLAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Adam Yacenda
Book—Deirdre Coakley
Church—Sandra Mitts
Columnists—H. M. Greenspun; Ralph Pearl; Forrest Duke; Ruthe Deskin
Editorial Writers—H. M. Greenspun; Ed Reid; Ruthe Deskin
Fashion—Sandra Mitts
Food—Sandra Mitts
Garden—Barbara Ritchie
Motion Picture-Theatrical—Les Ritchie
Photo. Dept. Mgr.—Ken Jones
Society—Sandra Mitts

RENO (Nev.), NEVADA STATE JOURNAL (m ex. Mon.) (S); GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors and black. All days.
Sunday color comics carried.
Advs. Not Accepted: Vending Machine.
Special Editions: Here Comes the Bride (May); Christmas Opening (Nov.); Dollar Days (Feb. & Sept.); Washoe County Fair Edition (Sept.); Nevada Historical Supplement (Jan.).
No Editions: Christmas; Thanksgiving; July 4th; New Years.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Paul A. Leonard (m) (S); John Sanford (e)
Church—Frank Sullivan (m) (S); Joseph R. Jackson (e)
Credit Mgr.—Clarence K. Jones
Editorial Writers—Paul A. Leonard (m) (S); John Sanford (e)
Garden—Robert Trego (m) (S)
Society—Alice Melarkey (m) (S); Katharine Mergen (e)

WINNEMUCCA (Nev.), HUMBOLDT STAR (e ex. Sat)
Special Editions: Nevada Rodeo (Sept.); Labor Day weekend (Sept.).
No Editions: New Years; Feb. 22; Memorial Day; July 4th; Labor Day; Nevada Admission Day; (Oct. 31); Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional special columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Peter Jenkins.

NEW HAMPSHIRE

CLAREMONT (N. H.), EAGLE (e)
Special Editions: White Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kenneth Whipple
Church—Howard Swain
Columnists—Charles Spencer; Leon Morse; Charles Caruso; Evelyn Murray Duke
Editorial Writers—Kenneth Whipple; Nelson S. Bryant
Food—Cynthia McKee
Garden—Mrs. Vernand Gardner
Photo. Dept. Mgr.—John Titchen
Radio-Television—Cynthia McKee
Society—Cynthia McKee
State—Howard Swain

CONCORD (N. H.), MONITOR & NEW HAMPSHIRE PATRIOT (e)
Special Editions: Automobile (Feb.).
No Editions: New Years; Feb. 22; May 30; July 4th; Fast Day; Last Mon. in April; Oct. 12; Nov. 11; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur F. Babineau
Columnists—Leon W. Anderson; Nyleen Morrison
Credit Manager—Clarence E. Jesseman
Editorial Writers—James M. Langley; William P. Newell
Fashion—Nyleen Morrison
Food—Nyleen Morrison
Picture Editor—William P. Newell
Radio-Television—Arthur F. Babineau
Society—Nyleen Morrison

DOVER (N. H.), FOSTER'S DEMOCRAT (e)
Address correspondence to Fred Foster, Pub.

KEENE (N. H.), SENTINEL (e)
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Ralph W. Newell; Kenneth F. Zwicker.
Education—Phyllis Peck
Farm—R. W. Newell
Fashion—Phyllis Peck
Food—Phyllis Peck
Photo.Dept. Mgr.—Don Gross
Society—Phyllis Peck

LACONIA (N. H.), CITIZEN (e)
No Editions: Jan. 1; Feb. 22; Fast Day; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Alma Gallagher
Book—E. J. Gallagher
Credit Mgr.—James Huff
Editorial Writer—E. J. Gallagher
Farm—Larry Smith
Personnel Mgr.—Alma Gallagher
Photo. Dept. Mgr.—Alma Gallagher
Radio-Television—J. Oliva Huot
Real Estate—Raymond Smith
Society—Ebba Janson

LEBANON, HANOVER (N. H.), WHITE RIVER JUNCTION (Vt.), VALLEY NEWS (e)
Special Editions: Do-It-Yourself (Jan.); Auto Show (March); June Bride (June); Back to School (Aug.); Cooking School (Feb.).
No Editions: Jan. 1; Washington's Birthday; Independence Day; Labor Day; Thanksgiving; Memorial Day; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Weston Cate
Columnists—Marvin Midgette
Editorial Writers—W. C. Paine; Michael deSherbinin
Education—Weston Cate, Jr.
Photo. Dept. Mgr.—William Greene

MANCHESTER (N. H.), MANCHESTER UNION LEADER (m) (e); N. H. SUNDAY NEWS (S)
Sunday color comics carried.
Annual Special Editions: State of N. H. Edition (July); Automobile Edition (Feb.); Better Homes (Mar.); Building Section (May); Metropolitan (Feb.); Fairs (Aug.); Nat'l. Homes Week (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Reg Abbott (m) (e); T. A. Dearborn (m) (e); W. H. Mandry, Ph.D (S); B. J. McQuaid (S)
Credit Mgr.—John Duquette
Editorial Writers—T. A. Dearborn (m) (e); James Finnegan (m) (e); B. J. McQuaid (S)
Farm—Fred E. Beane (m) (e) (S)
Fashion—Lucille Bangs (S)
Librarian—Louise Walker
Photo. Dept. Mgr.—Ed. DeFlumere
Radio-Television—Paul Tracy (m) (e); Walt Emerson (S)
Society—Meg Geraghty (m) (e); Lucille Bangs (S)

NASHUA (N. H.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Black and 1 color.
Special Editions: Spring fashion (Month prior to Easter); Auto Section (Washington's Birthday).
No Editions: All legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Mrs. Wilda Beaupre

PORTSMOUTH (N. H.), HERALD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Any day.
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; Independence Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving Day; Christmas Day.

NEW JERSEY

ASBURY PARK (N. J.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Any day.
Sunday color comics carried.
Syndicated Magazine Section Carried: Family Weekly.
Special Editions: Invitation Edition (June); Home Building (Oct.); Home and Garden (Apr.).
No Editions: New Years; July 4th; Decoration Day Labor Day; Thanksgiving Day; Christmas.
Radio Station Affiliation: WJLK AM-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Robert E. Murphy
Address editorial correspondence to Managing Editor.

ATLANTIC CITY (N. J.), PRESS (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Special Editions—Invitation (May); Race Track (Aug.); Christmas Feature Serv. (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard T. Ashman
Church—Irene Brown
Columnist—Warren Ritson
Credit Mgr.—Joseph M. Keeley
Editorial Writers—Stanley Fink; Samuel Winett
Education—Irene Brown
Farm—William McMahon
Fashion—Betty Gore
Food—Irene Brown
Librarian—Elsie M. Heinrich
Motion Picture-Theatrical—Louis T. Devlin
Music—William McMahon
Picture Editor—Joseph Walker
Radio-Television—Paul Learn
Real Estate—Ralph Girard
Society—Betty Gore
Special Page—Neill Mitchell

BAYONNE (N. J.), TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Any week day.
Special Editions: Baby Edition (Apr.); School Edition (Aug.); Modernization (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Helen Thum
Columnist—Morris L. Rosenberg (sports)
Editorial Writer—Robert N. Caldwell
Fashion—Patricia S. Mertz
Food—Patricia S. Mertz
Garden—Patricia S Mertz
Music—Vere Richard
Society—Patricia S. Mertz

BRIDGETON (N. J.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Farm & Garden (March); Fall Fashion (Sept.); County Fair (Sept.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column; Household pages Thursday; Farm & Home section weekly (Fri.).

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BRIDGETON (N. J.) NEWS—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois Ann Taylor
Columnists—Ralph A. Brandt; Henry Quinton
Editorial Writers—Ralph A. Brandt
Farm—S. Levine
Fashion—Lois Ann Taylor
Food—Hannah Burton
Garden—S. Levine
Librarian—Hannah Burton
Motion Picture-Theatrical—Lois Ann Taylor
Photo. Dept. Mgr.—Richard E. Beecroft
Radio-Television—Lois Ann Taylor
Travel—John T. Schofield
Society—Lois Ann Taylor

CAMDEN (N. J.), COURIER-POST (e)
Run-of-Paper Color Advs.: Up to 4 colors (black and three colors) daily. Mon. through Sat. Comic page daily except Thursday.
Split Run Advertising: Accepted.
Special Editions: Garden (Spring, Fall); School (Aug.); Travel (June, Dec.); Electrical (household) (June); Business Review (Jan.); Home Fashion Time (Oct.); Heating (Aug.); Clean Up Paint Up (Mar.); National Homes Week (Sept.).
No Editions: Christmas; July 4th.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Burk
Church—Lawrence J. Wisely
Columnists—John D. Courter; Mary Leaming; John Burk; Virginia W. Wilton; Morris C. Rothblum; Doug Warren; Eleanor Collie
Editorial Writers—Samuel Laird
Fashion—Ruth Olis
Food—Adolph J. Stern; Mary Leaming
Librarian—Nancy C. Van Tine
Motion Picture-Theatrical—Adolph Stern
Music—John P. Ramsay
Photo. Dept. Mgr.—Howard Shivers
Picture Editor—Howard F. Shivers
Radio-Television—Nancy C. Van Tine
Summer Theatres—John P. Ramsay
Travel—Virginia W. Wilton

CLIFTON (N. J.), SUNDAY EAGLE (S)
Split Run Advertising carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Capozzi
Fashion—Miss Connie Pitts
Food—Miss Connie Pitts
Motion Picture-Theatrical—Rosemary Burns
Music—Jane Sarin
Photo. Dept. Mgr.—George Avery
Picture Editor—George Avery
Real Estate—Frank Capozzi
Society—Louise Costa
Travel—Harry Gordon

ELIZABETH (N.J.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: School & Back to School (Aug.); National Home Week (Sept.)
No Editions: New Year; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Robert Isley
Editorial Writers—John J. Hall; Karl W. Davey;
Librarian—Etta M. Davies

HACKENSACK (N. J.), BERGEN EVENING RECORD (e)
Advs. Not Accepted: reader-type
Special Editions: Financial, Business and Industrial (Jan.); Cooking and Homemaking School (Jan.); Boy Scouts (Feb.); Girl Scouts (Mar.); Spring Fashions (Mar.); Spring Homes and Gardens (Apr.); Spring Home Builders (Apr.); National Baby Week (Apr.); National Music Week (May); Mens' Fashions (May); Savings & Loan Associations (May); Cap and Gown (June); Outdoor Living (June); Mid-Year Business Financial and Industrial Review (July); Picnic Section (July); County American Legion (July); Back to School (Aug.); Book for Brides (Aug.); Insurance (Sept.); County Home Show (Sept.); Fall Fashions (Sept.); National Dog Week (Sept.); Home Furnishings (Sept.); National Home Week (Sept.); Fire Prevention (Oct.); Oil Progress (Oct.); Columbus Day Sale (Oct.); Industrial Exposition (Nov.); Christmas Catalog (Nov.); N.J. Realtors (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food and household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Wallace
Aviation—Kenneth Wallace
Business-Financial—Ronald Page
Church—Wilma Supik
Columnists—William Caldwell; Al Del Greco; Ronald Rakos; Flora Borg
Credit Mgr.—Leroy Schrumpf
Editorial Writers—William Caldwell; Rossman Wynkoop; Carl Jellinghaus; James Sutphen
Education—Wilma Supik
Fashion—Nancy Smith
Food—Nancy Smith
Garden—Jean Kelly
Librarian—Ann Ditzian
Motion Picture-Theatrical—Kenneth Wallace
Music—Marion Pinsdorf
Personnel Mgr.—R. L. Binder
Photo Dept. Mgr.—Carl DiPiazza
Picture Editor—Carl DiPiazza
Radio-Television—Kenneth Wallace
Real Estate—Dillon Karatan
Travel—Rodman Marvin
Society—Nancy Smith

JERSEY CITY (N.J.), JERSEY JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Industrial (Sept.); Nat'l. Home Week (Sept.); Real Estate (Oct.); Real Estate (Apr.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section; Thurs. daily articles on household items.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Marcel Edward Crampon
Editorial Writer—Paul A. Tierney
Fashion—Lois J. Fegan
Food—Lois J. Fegan
Garden—Lois J. Fegan
Society—Lois J. Fegan
And other editorial correspondence to P. A. Tierney

LAKEWOOD (N. J.), TIMES (e)
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household twice weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Marilyn Christopher
Editorial Writer—Sam A. Christopher
Food—Marilyn Christopher
Society—Marilyn Christopher

LONG BRANCH (N. J.), RECORD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thursday & Friday.
Special Editions: Back to School (Aug.); Spring Clean up (April); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Herman J. Obermayer
Business-Financial—R. Barry Kamm
Church—Dorothy Grosser
Credit Mgr.—Charles W. Van Dyke, Jr.
Editorial Writers—Herman J. Obermayer; R. Barry Kamm; Dorothy Grosser
Education—Dorothy Grosser
Fashion—Ann B. Scott
Food—Ann B. Scott
Photo. Dept. Mgr.—Paul De Nucci
Picture Editor—R. Barry Kamm
Radio-Television—R. Barry Kamm
Society—Ann B. Scott

MILLVILLE (N. J.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—David T. Gifford; Virgil Johnson
Editorial Writer—Carl H. Johnson
Farm—James F. Lowe
Fashion—Edna Moore
Garden—David T. Gifford
Picture Editor—David T. Gifford
Society—Edna Moore

MORRISTOWN (N. J.), RECORD (e)
Annual Special Editions: Business Review (Jan.); Spring Fashion (Mar.); Building Editions (Mar., Oct.); Back-to-School (Aug.)
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Norman B. Tomlinson Jr.
Business—Margaret Greaves
Church—Margaret Greaves
Education—Tom Koyce
Motion Picture-Theatrical—Bette Dempster
Society—Bette Dempster

NEWARK (N. J.), NEWS (e) (S)
Sunday color comics carried.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Food-Mon. & Thurs.; Home-Wed. & Sat.; Food & Home (Sun.).
Radio Station Affiliation: WVNJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Albert M. Skea
Book—Max J. Herzberg
Business-Financial—Edward Burke
Cartoonists—William Crawford; William Canfield
Church—Margaret A. Vance
Credit Mgr.—Ralph B. Whitney
Editorial Writers—William R. Clark; Edward F. Bataille; Fredus A. White; William G. Hetherington; Robert C. Ellis
Farm—Curtis M. Schick
Librarian—Albert R. Hunt
Photo. Dept. Mgr.—Albert C. Beissert
Radio-Television—Roland E. Lindbloom
Real Estate—John W. Kempson
Society—Antoinette Gentile

NEWARK (N. J.), STAR-LEDGER (m) (S)
Run-of-Paper Color Advs.: 3 colors.
Split Run Advs.: Every-other paper.
Syndicated Magazine Section. Parade.
Food and/or Household Dept.: Weekly Food. Section - (Thurs.) color.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Rea A. Becker
Fashion—Mary Lee Thompson
Food—Mary Lee Thompson
Motion Picture-Theatrical—E. Lester

NEW BRUNSWICK (N. J.), HOME NEWS (e) (S)
Sunday color comics carried.
Special Editions: Financial Review (Jan.); Spring Style Edition (Mar.); New Brunswick Days (Jan.) (July); Auto Show Edition; Cooking School Editions; Clean-Up-Paint-Up Edition (May); Father's Day Edition (June); Middlesex County Fair Edition (Aug.); Back-to-School Edition (Aug.); Labor Day Edition (Sept.); Fire Prevention (Oct.); Fall Fashion Report (Oct.); Operation Snowflake (Nov.); Christmas Gift (Dec.).
No Editions: New Years; Memorial Day; 4th July; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Wesley Bogle
Aviation—H. Wesley Bogle
Book—Doris Brown
Business-Financial—Rodney Luery
Church—Elsie Ringer
Columnists—Hugh N. Boyd; Jimmie Fleming; Walter Frank; Pete O'Rouke; Al Miller
Editorial Writer—Alexander Jones
Education—Alexander Jones
Farm—Leon A. Carpenter
Fashion—Viola Jennings
Food—Viola Jennings
Garden—Leon A. Carpenter
Motion Picture-Theatrical—Leon A. Carpenter
Music—Viola Jennings
Personnel Mgr.—Anne F. Lester
Picture Editor—H. Rodney Luery
Radio-Television—Leon A. Carpenter
Real Estate—Leon A. Carpenter
Travel—H. Wesley Bogle
Society—Viola Jennings

PASSAIC-CLIFTON (N. J.), EAGLE (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Capozzi
Aviation—Donald G. McCardle
Book—Miss Jane Saren
Business-Financial—Joseph G. Donovan
Cartoonist—Carole Brown
Church—Louise Costa
Columnist—Donald G. McCardle
Editorial Writers—Joseph G. Donovan; Joseph Matzner
Education—Carole Brown
Farm—Miss Connie Pitts
Fashion—Miss Connie Pitts
Food—Carole Brown
Garden—Carole Brown
Librarian—Rosemary Burns
Motion Picture-Theatrical—Rosemary Burns
Photo. Dept. Mgr.—George Avery
Picture Editor—George Avery
Radio-Television—Joey Sasso
Real Estate—Frank Capozzi
Travel—Harry Gordon
Society—Louise Costa

PASSAIC-CLIFTON (N. J.), HERALD-NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. McMahon
Aviation—Arthur Lenehan
Book—Allen W. Smith
Business-Financial—David B. Carlisle
Church—Mrs. Ellen W. Moser
Columnists—Edward J. Reardon; Bolton Schwartz; Augie Lio; Robert Harding; Victor Winkler; Arthur Lenehan; David B. Carlisle; Michael Supko
Editorial Writers—Carl Ek; Burton L. Hotaling
Education—Fordyce Baker, Jr.
Fashion—Mrs. Ellen W. Moser
Food—Mrs. Ellen W. Moser
Garden—William H. Pohle
Librarian—Rodney Adams
Motion Picture-Theatrical—William H. Pohle
Music—Fordyce W. Baker, Jr.
Photo. Dept. Mgr.—Roger Terhune
Picture Editor—Arthur G. McMahon
Radio-Television—William H. Pohle
Real Estate—Osmonde Spaar
Travel—Ted Pasca
Society—Mrs. Ellen W. Moser

PATERSON (N. J.), MORNING CALL (m)
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Emma Zabriskie
Columnists—Charles Pezzano; James Salvato; Hugh Baird
Credit Mgr.—Albert E. Barthold
Editorial Writers—Noah Krieger; Henry A. Willaims
Food—Helen Wrigley
Radio-Television—Ida Brullo
Society—Helen Wrigley

PATERSON (N. J.), SUNDAY EAGLE (S)
Split Run Advertisting: carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Capozzi
Fashion—Miss Connie Pitts
Food—Miss Connie Pitts
Motion Picture-Theatrical—Jane Sarin
Music—Joey Sasso
Photo. Dept. Mgr.—George Avery
Picture Editor—George Avery
Real Estate—Frank Capozzi
Society—Louise Costa
Travel—Harry Gordon

PATERSON (N.J.), NEWS (e)
Special Editions: Paterson Sale Days (Feb.); Paterson Sale Days (Aug.); Back to School (Aug.); Home Fashion Time (Sept.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Stakesing
Aviation—Robert Stakesing
Book—Abe J. Greene
Business-Financial—Abe J. Greene
Church—Gwen Fox
Credit Mgr.—George J. Gross
Editorial Writers—Harry B. Haines; Abe J. Greene
Librarian—Walter Stelzenmeuller
Photo. Dept. Mgr.—John Crivelli
Picture Editor—Robert Stakesing
Radio-Television—Henry C. Schwartz
Real Estate—Charles Kook
Travel—Robert Stakesing
Society—Elaine Stelzenmeuller

PERTH AMBOY (N. J.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to John J. McDonnell.

PLAINFIELD (N.J.), COURIER-NEWS (e)
Split Run Advertising: Every other paper.
Advs. Not Accepted: Liquor.
Special Editions: Columbus Day; Shoe Section (Mar., Sept.); Men's Section (Apr. & Oct.); Home Furnishings (Sept.); Plainfield Sale Day; Carnival of Values.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry J. Leader
Church—Henry J. Leader
Editorial Writers—Henry J. Leader; Ellwood Johnson
Fashion—Paul Smith
Food—Paul Smith
Garden—Paul Smith
Librarian—Norma E. Barrett
Music—George Cornwell
Radio-Television—Paul Smith

TRENTON (N. J.), TIMES (e); TIMES-ADVERTISER (S)
Run-of-Paper Color Advs.: 1 color. Mon. and Tues.
Sunday color comics carried.
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WTOA-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harry A. Weissblatt
Editorial Writers—Frederick L. Ferris; Raymond A. Schroth
Farm—Jules Harlicka
Fashion—Thelma Thomas
Garden—Jules Harlicka
Music—Harry A. Weissblatt
Photo. Dept. Mgr.—Martin D'Arcy
Society—Thelma Thomas

TRENTON (N. J.), TRENTONIAN (m)
Special Editions: Industrial Review (Jan. 1); Resorts (June); Back to School
Food and/or Household Dept: Food Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Florence N. Block
Editorial Writers—Edmund Goodrich; J. Willard Hoffman
Food—Florence N. Block
Society—Florence N. Block

UNION CITY (N. J.), HUDSON DISPATCH (m)
Advs. Not Accepted: Mail Order.
Special Editions: National Homes (Sept.); Spring Fashion (March); Back to School (Aug.).
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Frank Evers
Columnists—Jack Kalter; Ray Tucker
Editorial Writers—John Mitchell; A. Bruce Cook
Food—Alice Manning
Librarian—Regina Celenza

VINELAND (N. J.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: Up to 2 colors. Any day.
Special Editions: Poultry and Farm (Mar.); Real Estate (Semi-Annually); Christmas Gift (Nov.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ralph C. Squillace
Church—Mary W. Regan
Columnist—J. Delbert Brandt
Credit Manager—Mildred Atkinson
Editorial Writer—Ben Leuchter
Farm—Marvin Smith
Fashion—Cicely Sturges
Food—Cicely Sturges
Librarian—Eleanor Shinkos
Suburban—William Canino
Music—Stanley Slome
Personnel Manager—Wm. L. Riehl
Photo. Dept. Mgr.—William Maselli
Picture Editor—Ralph C. Squillace
Radio-Television—Ralph C. Squillace
Real Estate—Thomas P. Flynn
Society—Mary W. Regan

WOODBURY (N. J.), TIMES (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

NEW MEXICO

ALAMOGORDO (N. M.), NEWS (e) (S)
Sunday color comics carried.
No Editions: New Years; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Billie Holder
Photo. Dept. Mgr.—Betty Ewing
Society—Virginia Chappell

ALBUQUERQUE (N. M.), ALBUQUERQUE TRIBUNE (e); JOURNAL (m) (S)
Sunday color comics carried.
No Editions: Christmas (e).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilson Cliff (m & S); Sam Johnson (e)
Aviation—Wilson Cliff (m & S); Forster Maxwell (e)
Book—Ralph Looney (e)
Columnists—Ed Minteer (m) (S); Howard Bryan; J. D. Kailer (m); Carlos Salazar; Al McPherson (e); Dan Burrows (e)
Editorial Writer—Dan Burrows (e)
Education—Howard Bryan (e)
Farm—Wayne Scott (m) (S); Donald Dahl (e)
Fashion—Sigrid Helien (m & S); Judy Nickell (e)
Food—Judy Nickell (e); Danna Kusianovich (m & S)
Garden—Urith Allison (e)
Librarian—Mary Rose Badgley (m & S); Betty Alexander (e)
Motion Picture—Danna Kusianovich (m & S); Howard Bryan (e)
Music—Flo Wilks (m & S); Judy Nickell (e)
Photo. Dept. Mgr.—Jim Forrest (m); George Baldwin (e)
Picture Editor—Bob Brown (m); George Baldwin (e)
Radio-Television—Howard Bryan (e)
Real Estate—Wright Van Deusen (e)
Travel—Ralph Looney
Society—Sigrid Hollen; Judy Nickell (e)

ARTESIA (N. M.), PRESS (e) (S)
Sunday color comics carried.
Special Editions: New Years; Graduation (May); Old Timers (Sept.); Soil Conservation (Sept.); Oil (Oct.); Christmas; Oil (Aug.); Rodeo (July).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James K. Green
Columnist—Robin Tibbets
Credit Manager—Harry W. Kelley
Editorial Writers—Robin Tibbets; Will Harrison
Farm—Robin Tibbets
Food—Maurine Mathis
Personnel Manager—James K. Green
Society—Maurine Mathis

CLOVIS (N. M.), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Available 6 days.
Sunday color comics carried.
Advs. Not Accepted: Liquor, fortune telling.
Special Editions: Christmas (Dec.); Cooking School (June); Progress (July).
No Editions: Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Fischer
Book—C. H. Fischer
Business-Financial—C. H. Fischer
Church—June McIsaak
Columnist—R. C. Hoiles
Credit Mgr.—Mildred Teeters
Editorial Writers—C. H. Fischer; Charles Stanfield; R. C. Hoiles
Farm—Charles Stanfield
Fashion—Carolyn Curd
Food—C. H. Fischer
Garden—Carolyn Curd
Motion Picture-Theatrical—Howard Moore
Music—June McIsaac
Personnel Mgr.—C. H. Fischer
Photo. Dept. Mgr.—Joe Fahnert
Picture Editor—C. H. Fischer
Society—Carolyn Curd

FARMINGTON (N. M.), TIMES (e) (S)
Sunday color comics carried.
Special Editions: Oil (Oct.); Christmas (Nov.); Progress (Feb.); Spring Fashion (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW MEXICO—Cont'd

(Continued from Page 207)

GALLUP (N. M.), INDEPENDENT (e ex. Sat.) (S)
Sunday color comics carried.
Special Editions: Indian Ceremonials (Aug.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Will Harrison; Ernest T. Mills

HOBBS (N. M.), NEWS-SUN (e) (S)
Sunday color comics carried.
Special Editions: Oil Edition (Oct.).
No Editions: Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Robert McGrath
Photo. Dept. Mgr.—James Rawls
Society—Kathryn Morris

LAS CRUCES (N. M.), SUN-NEWS (e) (S)
Sunday color comics carried.
Special Editions: Greeting Edition (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Harwell
Church—Ruth Harwell
Columnists—
Editorial Writer—Orville E. Priestley
Farm—Jack Gottschall
Photo. Dept. Mgr.—Joe Priestley
Picture Editor—Joe Priestley
Society—Ruth Harwell

LAS VEGAS (N. M.), OPTIC (e)
Special Editions: Cowboy's Reunion (Aug.); Auto Review (Feb.); Thanksgiving Pre-Christmas Number; Christmas. (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. R. Finch
Book—T. R. Wright
Building Page—L. R. Finch
Farm-Ranch—H. F. Thacher
Fashion—A. Simpson
Food—A. Simpson
Garden—Delma Vivian
Outdoor Editor—Craemer Wells
Photo. Dept. Editor—J. R. Cole
Political—T. R. Wright
Travel—Jack Cole

PORTALES (N. M.), NEWS-TRIBUNE (e ex. Sat) (S)
Daily & Sunday color comics carried.
Special Editions: Fair (Sept.); Easter; Christmas (Dec.).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. K. Greaves
Business-Financial—M. M. Stinnett
Church—G. K. Greaves
Credit Manager—M. M. Stinnett
Editorial Writers—G. K. Greaves
Education—G. K. Greaves
Fashion—Georgiana Cooper
Garden—G. K. Greaves
Photo. Dept. Mgr.—G. K. Greaves
Society—Georgiana Cooper

RATON (N. M.), RANGE (e)
Advs. Not Accepted: Vending Machines.
Special Editions: Race Track Opening (May); Kearney Entrada (Aug.); Christmas Shopping (Dec.); Easter Fashion (Spring).
No Editions: New Years; Christmas; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Jim Colegrove
Editorial Writer—Frank Pfeiffer
Picture Editor—Dorothy Meng
Society—Dorothy Meng

ROSWELL (N. M.), RECORD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun. except Sat.
Sunday color comics carried.
Special Editions: Back to School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas; Labor Day; July 4th; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Albert Stubbs, Managing Editor
Credit Mgr.—Lynn W. Croissant
Personnel Manager—Lynn W. Croissant
Society—Francis Bear Wolfe

SANTA FE (N. M.), NEW MEXICAN (e) (S)
Run-of-Paper Color Advs.: 3 colors. Daily
Sunday color comics carried.
Split Run Advertising: Geographically.
Special Editions: Vacation (May); Fiesta (Aug.); Christmas (Dec.); Ski (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Philip Higgins
Aviation—Mike Steinel
Book—Coleman Stout
Business-Financial—Philip Higgins
Church—Dan R. Byrne
Columnists—Will Harrison; Tony Hillerman, Oliver La Farge; Lorraine Carr
Editorial Writers—Tony Hillerman; Robert McKinney
Education—Loyd Heckler
Farm—Bob LaRouche
Fashion—Ann Clark
Food—Ann Clark
Garden—Joe M. Clark
Librarian—Bill Barkell
Motion Picture-Theatrical—Dan Byrne
Music—Philip Higgins
Photo. Dept. Mgr.—George Hunsley
Picture Editor—Tony Hillerman
Radio-Television—Tony Hillerman
Real Estate—Philip Higgins
Travel—Philip Higgins
Society—Ann Clark

SILVER CITY (N. M.), PRESS & INDEPENDENT (e)
Sunday color comics carried.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Col. Clyde Ely
Editorial Writer—Col. Clyde Ely
Picture Editor—Jack Kroenkhe
Society—Mrs. Joe Turner

TUCUMCARI (N. M.), NEWS (e ex. Sat. & Mon.) (S)
Sunday color comics carried.
Special Editions: Christmas (Dec.); Rodeo (Aug.).
No Editions: Labor Day; Christmas; Thanksgiving; July 4th; Memorial Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jesse Price (e)

NEW YORK

ALBANY (N. Y.), KNICKERBOCKER NEWS (e)
Run-of-Paper Color Advs.: 2 colors. Publisher's option
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Holly Edition (Dec.); Fashions (Spring); Fashions (Oct.); Building (Spring & Fall); School (Spring & Fall).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Evan Richards
Aviation—Duane LaFleche
Book—Duane LaFleche
Business-Financial—Evan Richards
Cartoonist—Jerry Costello
Church—William Rowley
Credit Mgr.—Arthur V. O'Connor
Editorial Writers—Clifton Bradt; Donald Flesher
Education—Peter Taub
Fashion—Katherine Van Epps
Food—Katherine Van Epps
Garden—H. Malcolm Van Loan
Librarian—Helen Waterbury
Motion Picture-Theatrical—Ormonde Plater
Music—Ormonde Plater
Photo. Dept. Mgr.—Edward Driscoll
Picture Editor—H. Malcolm Van Loan
Real Estate—Frederick Smart
Travel—H. Malcolm Van Loan
Society—Rhoda Hathaway; Sheila Quinn

ALBANY (N. Y.), TIMES-UNION (m) (S)
Run-of-Paper Color Advs.: Up to 1 color.
Sunday color comics carried.
Split Run Advertising: Every-other Paper
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Pauley
Aviation—Paul Vadnais
Book—Arthur Collins
Business-Financial—Paul Vadnais
Cartoonist—Hy Rosen
Church—Dr. Carlyle Adams
Columnists—Edgar S. Van Olinda; C. R. Roseberry
Credit Manager—R. E. Lynn
Editorial Writer—Dr. Carlyle Adams
Education—Shirley Armstrong
Farm—Paul Vadnais
Fashion—Dellana Jelliffe
Food—Dellana Jelliffe
Garden—Jeanne Talbot
Librarian—Carolyn Archer
Motion Picture-Theatrical—Edgar S. Van Olinda
Music—Edgar S. Van Olinda
Photo. Dept. Mgr.—Robert Wilder
Picture Editor—Robert Wilder
Radio-Television—Mary Tessier
Real Estate—Paul Vadnais
Travel—Jas. Gallagher
Society—Jeanne Arnold

AMSTERDAM (N. Y.), RECORDER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thursday food pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rolland Allen
Editorial Writer—Robert Stanley
Society—Mildred Wilkins

AUBURN (N. Y.), CITIZEN-ADVERTISER (e)
Advs. Not Accepted: Medical direct mail.
No Editions: Six holidays.
Radio Station Affiliation: WMBO-AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Charles J. Wellner

BATAVIA (N. Y.), NEWS (e)
Special Editions: Farm Equipment (Sept.); Finance & Business (Jan.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Connor
Aviation—John H. Connor
Book—John H. Connor
Business-Financial—John H. Connor
Church—Francis Fiske
Columnist—J. E. Brown
Editorial Writers—John H. Connor; J. E. Brown; Daniel Winegar.
Education—John H. Connor
Farm—Leo F. Decker
Fashion—Frances Fiske
Food—Frances Fiske
Garden—Leo F. Decker
Librarian—Alice Turner
Motion Picture-Theatrical—J. E. Brown
Music—Frances Fiske
Picture Editor—John H. Connor
Radio-Television—Mrs. F. E. Brown
Real Estate—John H. Connor
Travel—John H. Connor
Society—Frances Fiske

BATH (N. Y.), STEUBEN ADVOCATE (e)
No Editions: New Year's; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Landon
Aviation—T. S. Denham
Book—M. M. Landon
Business-Financial—M. M. Landon
Church—Helena L'Hommedieu
Editorial Writer—M. M. Landon
Education—M. M. Landon
Fashion—Helena L'Hommedieu
Food—Helena L'Hommedieu
Motion Picture-Theatrical—M. M. Landon
Music—Helena L'Hommedieu
Photo. Dept. Mgr.—T. S. Denham
Picture Editor—T. S. Denham
Real Estate—M. M. Landon
Travel—M. M. Landon
Society—Helena L'Hommedieu

BINGHAMTON (N.Y.), PRESS (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer; wine.
Special Editions; Binghamton Days (May); Dollar Days (Aug. & Feb.).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry C. Niles (e) (S)
Book—Fred W. Stein (e) (S)
Business-Financial—William Lawton (e) (S)
Cartoonist—Jack Bryan (e) (S)
Church—Marilyn Lafferie (e) (S)
Columnists—William Lawton (e) (S); Thomas R. Cawley (e) (S); John W. Fox (e) (S); Stuart Dunham (S); Frank Dolan (e) (S)
Credit Mgr.—Robert R. Eckert
Editorial Writers—Robert J. Dillon (e) (S); Stuart Dunham (S)
Education—James Canan (e) (S)
Farm—John Edsall (e) (S)
Fashion—Alice Lake (e) (S)
Food—Alice Lake (e) (S)
Garden—Kimball Davis (e) (S)
Librarian—Sandra Palmer (e) (S)
Motion Picture-Theatrical—Kimball Davis (e) (S)
Music—Gerald Handte
Photo. Dept. Mgr.—Eugene S. Swierkosz (e) (S)
Picture Editor—Henry C. Niles (e) (S)
Radio-Television—Kimball Davis (e) (S)
Travel—Kimball Davis (e) (S)
Society—Alice Lannon (e) (S)

BINGHAMTON (N. Y.), SUN (m)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail Order.
Special Editions: Christmas Gift Guide (Tabloid) (Dec.).
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. Dixon
Aviation—Robert N. Dixon
Book—Robert N. Dixon
Business-Financial—Sam Samuels
Church—Gladys Charitz
Columnist—Marvin Behr
Credit Mgr.—L. C. Bell
Editorial Writer—Walter J. Lyon
Education—Paul D. Gormley
Fashion—Mary Ann Woodcock
Food—Mary Ann Woodcock
Garden—Mary Ann Woodcock
Librarian—Margaret B. Seward
Motion Pictures-Theatrical—Chas. O. Terboss
Music—Chas. O. Terboss
Personnel Mgr.—L. C. Bell
Photo. Dept. Mgr.—Walter Ewanow
Picture Editor—Chas. W. Voorhis
Radio-Television—Dave Rossie
Society—Mary Ann Woodcock

BUFFALO (N. Y.), COURIER-EXPRESS (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every Day.
Sunday color comics carried.
Split Run Advertising: Every other paper.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan
Food and/or Household Dept: Food column
Radio Station Affiliation: WEBR
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Peggy di Morini
Business-Financial—Peter Andrews
Cartoonist—Leo Joseph Roche; Robert Dunn
Church—Walter Froehlich
Columnists—Jerry Evarts; Dr. Ralph W. Loew; H. Katherine Smith
Credit Mgr.—Richard C. Lyons, Jr.
Editorial Writers—Thomas Cook Brown; John Smith; Fred Mackenzie; Ed Keifer; Carroll McPherson.
Education—Eugene Sochor
Farm—LeRoy Fess
Fashion—Honor McGrath
Food—Alice Partridge
Garden—George Abraham
Motion Picture-Theatrical—W. E. J. Martin
Music—Kenneth Gill
Photo. Dept. Mgr.—Frank Schifferle
Picture Editor—William Woodcock
Radio-Television—Donald Schlaerth
Real Estate—Ralph Kazarian
Travel—Theodore Meier

BUFFALO (N. Y.), NEWS (e)
Special Editions: Auto Show (Jan.); Year-end Business Review and Forecast (Dec.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept: Yes.
Radio Station Affiliation: WBEN; WBEN-FM.
Television: WBEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dean Richmond
Aviation—Robert Watson
Book—George Esselburne
Business-Financial—James E. Collins, Jr.
Cartoonist—Bruce M. Shanks
Church—Preston Smith; Lance Zavitz
Columnists—Bob Feeney; Chas. J. Young; Jean Reeves; Robert A. Watson
Credit Mgr.—Norman J. Ronald
Editorial Writers—Millard C. Browne; Charles A. Michie; Leonard W. Halpert; Ralph Young; Leroy E. Smith
Education—Sue Fruchtbaum
Farm—Frederic T. Turner
Features—George Esselburne
Food—Harriet Cooke
Garden—Tobbio Martino
Home Building—James Bell
Librarian—Arthur C. Smyth
Motion Picture-Theatrical—Mr. Ardis Smith
Music—John P. Dwyer
Photo. Dept. Mgr.—Bernard J. Kerr
Picture Editor—Fredrik Kosslow
Radio-Television—Sturgis Hedrick
Real Estate—Robert A. Watson
Travel—Elwood M. Wardlow
Society—Mrs. Margery M. Hanson

Buffalo's INFLUENTIAL Newspaper

INFLUENTIAL because its crisp, authoritative reporting of world, national and local news makes it *must* reading every morning for those who realize the importance of being well informed.

INFLUENCES BUSINESS LEADERS because its financial and business pages are the most detailed and complete in Buffalo.

INFLUENCES WOMEN because its *daily* feature pages devoted to cooking, homemaking and similar subjects make it a favorite with wives and mothers.

INFLUENCES BUYERS because the careful readership which it commands as a fine newspaper is reflected in equally careful readership of its advertising.

FOR ECONOMY...for more advertising for your dollar concentrated on those with more money to spend... use the *morning* Courier-Express.

FOR SATURATION, use the *Sunday* Courier-Express... the State's largest newspaper outside of Manhattan.

ROP COLOR available both Daily and Sunday

BUFFALO COURIER-EXPRESS

Member: Metro Sunday Comics and Sunday Magazine Networks

Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CANANDAIGUA (N. Y.), MESSENGER (e ex. Sat.)
Special Editions: Spring Opening (Mar.); Dollar Days (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Feldman
Aviation—John J. Waterbury
Book—J. J. Waterbury
Business-Financial—A. C. Waterbury
Church—Mrs. D. E. Tuttle
Columnists—Geo. Abraham; J. J. Waterbury
Credit Manager—A. C. Waterbury
Editorial Writer—John J. Waterbury
Education—John J. Waterbury
Farm—Phil Feldman
Fashion—Berdie Tuttle
Food—Berdie Tuttle
Garden—Berdie Tuttle
Motion Picture-Theatrical—Robert A. Wade
Music—J. J. Waterbury
Photo. Dept. Mgr.—Phil Feldman
Picture Editor—Phil Feldman
Radio-Television—Robert A. Wade
Real Estate—A. C. Waterbury
Travel—John J. Waterbury
Society—Mrs. D. E. Tuttle

CATSKILL (N. Y.), MAIL (e)
Special Editions: Farm (Mar.); Harvest (Oct.).
No Editions: New Years; Memorial Day: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Daniel F. Barr
Aviation—Daniel F. Barr
Book—Elizabeth Boice
Business-Financial—Howard E. Silberstein
Church—Daniel F. Barr
Columnist—Daniel F. Barr
Editorial Writer—Howard E. Silberstein
Education—Daniel F. Barr
Farm—Karl Elish
Fashion—Elizabeth Boice
Food—Elizabeth Boice
Garden—Elizabeth Boice
Motion Picture-Theatrical—Karl Elish
Music—Karl Elish
Photo. Dept. Mgr.—John Behuniak
Picture Editor—John Behuniak
Radio-Television—John Behuniak
Real Estate—John Behuniak
Travel—John Behuniak
Society—Elizabeth Boice

CORNING (N. Y.), LEADER (e)
Special Editions: Spring Fashion Ed. (Mar.); Back to School (Aug.) Fall Fashion Ed. (Sept.); Christmas Gift Edition (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to George H. Bevan.

CORTLAND (N. Y.), STANDARD (e)
Special Editions: Dollar Day (Feb. & Aug.).
No Editions: New Years; Christmas; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. Rounds
Church—Grace Wheeler
Editorial Writers—John T. Allen
Farm—Rol L. Randall
Fashion—Grace Wheeler
Photo. Dept. Mgr.—John T. Allen
Picture Editor—L. B. van Dyck
Society—Grace Wheeler

DUNKIRK-FREEDONIA (N. Y.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Better Homes (Apr.); Graduation (June); Vacation (July); Back-to-School (Aug.); Yuletide Preview (Nov.); Christmas Greetings (Dec.); New Year Greetings (Dec.).
No Editions: National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gerald Wystup
Editorial Writers—Wallace A. Brennan; Herbert G. Schwartz; MacLeod Williams
Education—Gerald Wystup
Farm—Fred McKee
Fashion—Marion Greve
Food—Marion Greve
Garden—Marion Greve
Motion Picture-Theatrical—Gerald Wystup
Photo. Dept. Mgr.—Lamar Schur
Picture Editor—MacLeod Williams
Radio-Television—Gerald Wystup
Society—Marion Greve

ELMIRA (N. Y.), ADVERTISER (m); STAR-GAZETTE (e); SUNDAY TELEGRAM (S)
Sunday color comics carried.
Split Run Advertising: (m) (e) (S); Geographically (m) (e) (S); Every-other Paper (m) (e).
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving ; Christmas; (m) (e).
Radio Station Affiliation: WENY.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hillard Gordon (m); W. Charles Barber (e); Thomas E. Byrne (S)
Business-Financial—Joseph Shannon (m); Thomas J. McCarthy (e) (S)
Church—Madeline Ketter (e) (S)
Columnists—Frank Tripp (S); James Morse (e) (S); Joseph Hayes (S)
Credit Mgr.—Clayton J. Gallagher
Editorial Writers—Hillard Gordon (m); W. Charles Barber (e) (S)
Education—Neal Pew (m); Thomas E. Byrne (e) (S)
Fashion—Jeanne Brown (m); Mary T. Nelcoski (e) (S)
Food—Jeanne Brown (m); Marion Tryon (e) (S)
Librarian—Madeline Ketter (m) (e) (S)
Motion Picture-Theatrical—Jeanne Brown (m); James Morse (e); Thomas J. McCarthy (S)
Photo. Dept. Mgr.—James B. Walsh (m) (e) (S)
Picture Editor—Leo Kuss (m); Thomas E. Byrne (e) (S)
Society—Jeanne Brown (m); Marion Tryon (e); Mary T. Nelcoski (S)

ENDICOTT (N. Y.), BULLETIN (e)
Run-of-Paper Color Advs: 1 color. Daily except Sat.
Special Editions: Progress-Review (Jan.); Spring Fashion Ed. (Mar. Apr.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WENE
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lillian Brown; Martha Doyle
Aviation—Lillian Brown; Martha Doyle
Book—Pat Hopko
Business-Financial—Roy Southworth
Church—Pat Hopko
Columnists—Roy Southworth; Robert Whittemore
Editorial Writers—Robert Whittemore; Roy Southworth
Education—Ron Wolk
Fashion—Pat Hopko
Food—Pat Hopko
Garden—Pat Hopko
Librarian—Marion Wolk
Motion Picture-Theatrical—Martha Doyle
Music—Martha Doyle
Photo. Dept. Mgr.—Stacey Harrington
Picture Editor—Roy Southworth
Radio-Television—Ron Wolk
Real Estate—Martha Doyle
Travel—Martha Doyle
Society—Pat Hopko

GARDEN CITY-HEMPSTEAD. (See L. I., N. Y. (Nassau County).

GENEVA (N. Y.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverage.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

GLENS FALLS (N. Y.), POST-STAR (m); TIMES (e)
Advs. Not Accepted: Clairvoyant; some types mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Walter Nason
Editorial Writers—Edward Worster (m); Claude Fox (e)

GLOVERSVILLE (N.Y.), LEADER-HERALD (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Eldon Coultrup
Editorial Writer—Wm. H. Evans

HERKIMER-ILION (N. Y.), TELEGRAM (e)
Special Editions: Automobile Edition (Feb.); Back to School Edition (Sept.); Building (Apr.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emily Denton
Business-Financial—Charles S. Cantwell
Church—Emily Denton
Credit Mgr.—Catherine Schneck
Editorial Writer—Emily Denton
Education—Emily Denton
Farm—Charles S. Cantwell
Motion Pictures-Theatrical—Mary Edwards
Picture Editor—Charles S. Cantwell
Radio-Television—Mary Edwards
Real Estate—Charles S. Cantwell
Society—Emily Denton
Address all correspondence to W. P. Small.

HICKSVILLE (N. Y.), CENTRE ISLAND NEWS (e ex. Sat.)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: Automobile (Mar.); Chamber of Commerce (June); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Education—Wm. Orton
Librarian—Kenneth Barnes
Society—Mildred Hanson

HORNELL (N. Y.), TRIBUNE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Louis G. Buisch

HUDSON (N. Y.), REGISTER-STAR (e)
Special Editions: Auto (Jan.); Fashion (Mar. & Sept.); Farm (Apr.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Anthony Nevo
Church—Jane Mills
Fashion—Beverly Dolan
Food—Joan Nicholson
Picture Editor—Donald Waggoner
Radio-Television—Jane Mills
Society—Beverly Dolan

ITHACA (N. Y.), JOURNAL (e)
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. R. Eastman; Kenneth Van Sickle
Editorial Writer—William J. Waters
Photo. Dept. Mgr.—Ralph G. Baker
Society—Mrs. Mary A. Hile

JAMESTOWN (N. Y.), POST-JOURNAL (e)
Advs. Not Accepted: Mail Order.
Special Editions: Dollar Days (Feb. & Aug.); Thanksgiving (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Thurs., Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jennie Vimmerstedt
Columnist —Frank Hyde (sports)
Editorial Writers—J. Harold Swanson
Food—Nancy Keefe
Librarian—Dorothy Swanson
Music—Harold E. Crissey
Photo. Dept. Mgr.—Stanley A. Olson
Society—Lois Hough

JAMESTOWN (N. Y.), SUN (m)
Run-of-Paper Color Advs: Up to 2 colors.
No Editions: Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Art Winburg
Columnist—Edward J. Byrne
Editorial Writer—Edward J. Byrne
Fashion—Rachel M. Otto
Food—Rachel M. Otto
Music—E. I. Acker
Radio-Television—E. I. Acker
Society—Rachel M. Otto

KINGSTON (N. Y.), FREEMAN (e)
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Louis R. Netter
Credit Manager—Harry S. Hutton

LITTLE FALLS (N. Y.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John B. McGuire
Picture Editor—Ralph Weir
Society—Miss Gloria Lawrence

LOCKPORT (N. Y.), UNION-SUN & JOURNAL (e)
Special Editions: Business Directory (Jan.); Home Furnishing Event (Feb.); Spring Fashion Section (Mar.); Home Improvement Tabloid (Apr.); Automotive Supplement (May); Bowling Tournament Section (May); Graduation Section (June); City Wide Dollar Days (July); Back-to-School Supplement (Aug.); Farm-Home Days Section (Aug.); Fall Fashion Section (Sept.); Restaurant Section (Oct.); Christmas Gift Guide Supplement (Nov.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly food column.
Radio Station Affiliation: WUSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ned Young
Church—Louise L. Lerch
Credit Mgr.—S. E. Wendel
Editorial Writers—Elting Wells; Easton A. Elliott; Louise L. Lerch
Education—Edgar Young
Fashion—Bertha Applin
Food—Bertha Applin
Garden—Bertha Applin
Librarian—Dorothy Smith
Personnel Manager—Wm. J. Kemble
Photo. Dept. Mgr.—William Donald
Picture Editor—Elting Wells
Radio-Television—Dorothy Smith
Travel—Bertha Applin
Society—Bertha Applin

LONG ISLAND (N. Y.) (NASSAU COUNTY), NEWSDAY (e)
Saturday color comics carried.
Special Editions: Industrial (Jan.); Hearth and Home (Feb.); Garden Almanac (Mar.); Spring Fashion (Mar.); Real Estate (May); Vacation (June); Back-to-School (Aug.); Fall Fashion (Sept.); Business Directory (Sept.); Modern Living (Oct.); Christmas Almanac (Nov.); Newsday's Weekly Report (Sat.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hal Burton
Business Page—Dave Rosenbluth
Cartoonist—Cliff Rogerson
Columnists—Jack Altshul; Hal Burton; Phyllis Cerf; Frances Story; Richard A. Knight; Hal Levy; Bonnie Angelo
Credit Mgr.—Mrs. Jean Pine
Editorial Writer—William Woestendiek
Librarian—Kathryn Bloeth
Personnel Mgr.—Andrew W. Miller
Photo. Dept. Mgr.—Richard Morseman
Picture Editor—Marie Hanning
Radio-Television—Barbara Delatiner
Special Editions—Bea Jones
Theatre—George Oppenheimer

LONG ISLAND CITY. (See New York City listing)

MALONE (N. Y.), TELEGRAM (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Jan. 1; Dec. 25; Thanksgiving; July 4th. Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Dufort
Music—Vivian Dufort
Society—Vivian Dufort
Address other editorial correspondence to Del Forkey

MAMARONECK (N. Y.), TIMES (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Boating (Apr.); Back-to-School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Westchester County Publishers, Inc.
Food and/or Household Dept: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred. W. Greenwood, Jr.
Business-Financial—H. Richmond Campbell
Church—Teunis E. Gouwens
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Teunis E. Gouwens
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Ruth R. Taub

MEDINA (N. Y.), JOURNAL-REGISTER (e)
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day.

(Continued on Page 210)

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BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Continued

(Continued from Page 209)

MEDINA (N. Y.) JOURNAL-REGISTER—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Farm—A. L. Waters
Librarian—R. E. Waldo
Photo. Dept. Mgr.—Robert E. Waters
Picture Editor—Robert E. Waters

MIDDLETOWN (N. Y.), TIMES-HERALD (e)
Special Editions: Baby Edition (Apr.); Fair Edition (Aug.); Christmas Edition (Nov.); Harness Racing (June).
No Editions: Jan 1; Feb. 22; May 30; July 4th; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Nevin Carman
Church—Sarah Gardner
Columnists—Edward P. Dougherty; Richard Milburn
Editorial Writers—Edward P. Dougherty; E. Bradley Boyle
Education—Allan Ericson
Farm—Michael Harwood
Fashion—Genevieve Smith Wood
Food—Genevieve Smith Wood
Librarian—Marion McCoy
Photo. Dept. Mgr.—Harold Strong
Picture Editor—E. Bradley Boyle
Society—Sarah Gardner

MOUNT VERNON (N. Y.), DAILY ARGUS (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John M. Fleischmann
Business-Financial—William E. Seely
Church—Ettore Fraioli
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Ettore Fraioli
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Catherine Portman

NEWBURGH (N. Y.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Sections: Spring Fashion Section (Mar.); Fall Fashion Section (Sept.); Spring Home Fashion Section (May); Fall Home Fashion Section (Sept.); National Baby Week (May); June Brides Special (June); Graduation Edition (June); Back-to-School Edition (Sept.); Vacation and Travel Section (June); Paint-Up-Clean-Up-and Fix-Up Week Special Section (May); Home & Garden Section (Apr.); Spring Men's and Boy's Wear Section (Mar.); Fall Men's and Boy's Wear Section (Oct.); Radio-TV Week Special (Oct.); Mother's Day Special (May); Father's Day Special (June); Christmas Preview (Nov.); White Christmas-U. S. Steel (Dec.); Christmas Greeting Section (Dec. 24); Let's Go On a Picnic (July); Boy Scouts of America (Feb.); Home Appliances (May).
No Editions: Thanksgiving; Christmas; New Year's Day; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Flemming
Aviation—Victor Livingston
Business-Financial—Maurice Herbert
Cartoonist—Al Rhoades
Church—Genie Boisseau
Columnist—John McNally
Editorial Writer—Maurice Herbert
Education—Genie Boisseau
Farm—E. Boehn Rosa
Fashion—Ruth A. Wilsey
Food—Ruth A. Wilsey
Garden—Ruth A. Wilsey
Librarian—Mary Kingsley
Motion Picture-Theatrical—Victor Livingston
Music—Ruth Wilsey
Photo. Dept. Mgr.—Ralph Aiello
Picture Editor—Ralph Aiello
Radio-Television—Victor Livingston
Real Estate—C. Boehm Rosa
Travel—Victor Livingston
Society—Ruth Wilsey

NEW ROCHELLE (N. Y.), STANDARD STAR (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. and Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William J. Fitzgerald
Business-Financial—Elmer H. Miller
Church—Harry Donsky
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Harry Donsky
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Edith B. Mathey

NEW YORK CITY

BROOKLYN (N. Y.), DAILY (m ex. Sat.)
No Editions: Legal Holidays.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charlie Karsboom
Aviation—Gladys M. Sullivan
Cartoonist—Herb Blatt
Church—Walter G. Schilling
Columnists—Joe Kaliff; Teresa Dirska; Renee Martin; Maurice Paul
Credit Mgr.—Sam Goldman
Editorial Writer—Kevin Jones
Education—Leonard Probst
Fashion—Irene Klass
Food—Jane Smith
Librarian—Mary Rocks
Motion Picture-Theatrical—Irving Rosenberg
Music—Ruth Sperling
Photo. Dept. Mgr.—Paul Leibowitz
Picture Editor—Ben Schiff
Radio-Television—Ted Nelson
Travel—Gladys M. Sullivan
Society—Ethel Smith

NEW YORK (N. Y.), HERALD TRIBUNE (m) (S)
Sunday color comics carried
Split Run Advertising: Geographically. Every-other Paper.
Special Editions; (S) Midwinter Vacation (Jan.); Annual Real Estate Review (Jan.); World Travel Guide (Mar.); Flower Show (Mar.); Spring Vacation (Apr.); New York Infirmary (Apr.); Spring Resort and Travel (May); Children's Book Festival (May); Summer Resort and Travel (June); Annual Christmas Gift Guide (Nov.); Winter Resort and Travel (Dec.); (e) Year-end Financial and Business Review (Jan.); High School Forum (Mar.).
Print Own Magazine: Yes, "Today's Living" & TV & Radio Magazine.
Syndicated Magazine Section Carried: This Week.
Group Membership: This Week Magazine; Metropolitan Sunday Newspapers, Inc.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Ansel Talbert
Book—Irita Van Doren
Business-Financial—Donald I. Rogers
Cartoonists—Dan Dowling; Vaughn Shoemaker
Columnists—Walter Lippmann (m); Joseph and Stewart Alsop (m) (S); David Lawrence (m); John Crosby (m) (S); Hy Gardner (m); Art Buchwald (m) (S); Red Smith (m) (S); Edmund Gilligan (m); C. Norman Stabler (m); Tobe (m); Clementine Paddleford (m); John K. Hutchens (m); Harvey Runner (m) (S); Florence Osborn (m) (S); Roscoe Drummond (m) (S); Joseph Kaselow (m); Walter F. Kerr (S); Emily Genauer (S); Walter Terry (S); Paul Henry Lang (S); Bert Bacharach (S); Ernest Kehr (S); Alfred Putz (S); Henry Aul (S); Ralph Dalzell (S); Mark Duffield (S); Herbert Kupferberg (S); Horace Sutton (S); Eugenia Sheppard; Jack Denton Scott
Credit Mgr.—Ruth Wallace
Editorial Writers—Wm. J. Miller; L. L. Engelking; Harry Baehr; Herbert Kupferberg; Beach Conger; Nicholas King; Raymond Price
Education—Terry Ferrer
Fashion—Eugenia Sheppard
Food—Clementine Paddleford; Isabel McGovern
Garden—J. W. Johnston
Librarian—Robert Grayson
Motion Picture-Theatrical—Otis Guernsey
Music—Jay Harrison
Photo. Dept. Mgr.—Ben Price
Picture Editor—Ben Price
Real Estate—Richard Lyman
Travel—Barnett D. Laschever

NEW YORK (N. Y.), JOURNAL-AMERICAN (e) (S)
Print Run-of-Paper Color Advs.: Up to 2 colors. Days available 2. Mon. & Tues.
Sunday & Saturday color comics carried.
Special Editions: Business & Financial Review (e) (Jan.); Travel & Resort Number (S) (May & June) Annual Debutante Issue (S) (Oct.).
No Editions: New Year; Decoration; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes. Pictorial-TView.
Syndicated Magazine Section Carried: The Saturday Home Comics; The American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Masson
Aviation—George Carroll
Book—Clark Kinnaird
Business-Financial—Leslie Gould
Cartoonists—Burris Jenkins, Jr.; Rube Goldberg
Church—Frances Shemanski
Columnists—Bill Corum; Frank Graham; Max Kase; Dorothy Kilgallen; Cholly Knickerbocker; Jack O'Brian; Louis Sobol; Sam Shulsky; George Sokolsky; Bob Considine; Westbrook Pegler; Louella Parsons
Credit Mgr.—John Weisenseel
Editorial Writers—Elon F. Tompkins
Education—Ann Dixon
Fashion—Barbara Bruce
Food—Janet Cook
Garden—Margaret Duross
Librarian—Peter L. Campbell
Motion Picture-Theatrical—Jim O'Connor; Rose Pelswick; John McClain
Music—Miles Kastendieck
Personnel Mgr.—Frank McNeill
Photo. Dept. Mgr.—Robert F. Keo...
Picture Editor—Tom Cleere
Radio-Television—J. J. Karpf (R) & (TV)
Real Estate—Morton Kail
Travel—John Whiteley
Society—Cholly Knickerbocker

NEW YORK (N. Y.), THE JOURNAL OF COMMERCE (m ex. Sat)
No Editions: National legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sidney Fish
Aviation—Harold Gold
Business-Financial—M. L. Van Slyck
Columnists—Dr. H. E. Luedicke; Dr. Jules I. Bogen; J. Roger Wallace
Credit Mgr.—John G. Mozer
Editorial Writers—Dr. H. E. Luedicke; Dr. Jules I. Bogen; Stanley Ferguson
Farm—J. Roger Wallace
Food—A. E. Mockler

NEW YORK (N. Y.), MIRROR (m) (S)
Sunday color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gene Graf
Book—Dr. Paul Butler
Church—Dr. Paul Butler
Credit Mgr.—Lawrence P. Currie

NEW YORK (N. Y.), NEWS (m) (S)
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other Paper.
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; Three Markets Group.
Food and/or Household Dept.: Daily & Sunday.
Television Station Affiliation: WPIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Hughes
Aviation—John Hughes
Business-Financial—John Rogers
Cartoonists—C. D. Batchelor; Leo O'Mealia
Columnists—Ed Sullivan; Danton Walker; Hedda Hopper; Bob Sylvester
Credit Mgr.—E. J. Roche
Fashion—Eileen Callahan
Food—Alice Petersen
Librarian—Bernard M. Reddington
Motion Picture-Theatrical—Kate Cameron; John Chapman
Music—Douglas Watt
Personnel Mgr.—J. P. Moll
Photo. Dept. Mgr.—George J. Schmidt
Picture Editor—Howard Knapp
Radio-Television—Ben Gross
Real Estate—Harry Ryan
Travel—John Hughes
Society—Nancy Randolph

NEW YORK (N. Y.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other paper.
Special Editions: Business Review (e) (Jan.); Passover Food Section (e) (Mar.); Furniture Section (S) (Aug.); Food of All Nations Section (e) (Sept.); TV Section (S) (Oct.); National Automotive Section (Jan.); Catering Section (Feb.); Dining Out Guide (Nov.).
No Editions: 6 Legal holidays.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Amusements—Ben Rosenberg
Book—Martha MacGregor
Cartoonist—John Pierotti
Columnists—Max Lerner; Rose Franzblau; Murray Kempton; Jimmy Cannon; Milton Gross
Credit Mgr.—Samuel Weinrib
Editorial Writers—James A. Wechsler
Fashion—Ruth Preston
Food—Agnes Adams Murphy
Librarian—Peter Dinella
Motion Picture-Theatrical—Irene Thirer; Frances Herridge
Music—Harriett Johnson
Personnel Mgr.—Jesse Simons
Radio-Television—Albert Cusick
Real Estate—Alfred A. Baum
Society—Agnes Adams Murphy

NEW YORK (N. Y.), TELEGRAPH (m)
Split Run Advertising: Geographically.
Annual Special Editions: Annual Review (Jan.); Kentucky Derby (May).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Freedley
Business-Financial—L. Iverson
Columnists—Frank Armstrong; Peter Cole; Chuck Connors; Teddy Cox; Fred Galiani; Charles Hatton; Joe Hirsch; Nancy Lee; Hugh J. McGuire; J. J. Murphy; Tom O'Reilly; Oscar Otis; William C. Phillips; Leon Rasmussen; Hugh Lyall; Kent Cochran; Clive Graham; R. D. Grainger; Raymond McGowan; Michael O'Hehir; Bob Thomson
Credit Mgr.—M. Horowitz
Motion Picture-Theatrical—Leo Mishkin; Whitney Bolton; Burt Boyar; Millie Considine; Collie Knox; Irv Kupcinet; W. MacQueen Pope; Herb Stein
Personnel Mgr.—S. Hooker
Photo. Dept. Mgr.—Frank Williamson
Picture Editor—S. D. Rosen
Radio-Television—Leo Mishkin

NEW YORK (N. Y.), TIMES (m) (S)
Advs. Not Accepted: Ads not meeting Times standards.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food news every day; Household (S)
Radio Station Affiliation: WQXR.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—George D. Stewart

NEW YORK (N. Y.), THE WALL STREET JOURNAL (Eastern Edition) (m)
Split Run Advertising: Geographically. Regionally, in New York, Chicago, Dallas or San Francisco.
No Editions: Jan. 1; Feb. 22; May 30; July 4th, Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—T. J. Conlon
Editorial Writers—Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick; John F. Bridge
Librarian—Florence Wagner
Personnel Mgr.—Raymond J. Mitchell

NEW YORK (N. Y.), WORLD-TELEGRAM and SUN (e ex. Sun.)
Split Run Advertising: Every-other Paper.
Special Editions: Business Review (Jan.); Mid-Winter Resort and Travel (Jan.); Boat Show (Jan.); Real Estate Review (Feb.); Westminster Pet Show (Feb.); Camera Show (Feb.); World Travel (Feb.); Spring Fashion Preview (Mar.); Spring Vacation (Apr.); Spring Housing (Apr.); Spring Resort and Travel (May); Spring Antiques (May); Summer Vacation Preview (May); Summer Camera (May); Summer Resort and Travel (June); Pre-Holiday Resort and Travel (June); Vacation Camera (June); Mid-Summer Vacation (July); Fall Vacation (Aug.); Labor Day Camera (Aug.); Fall Fashion Preview & Debutante Listing (Sept.); National Home Week (Sept.); Fall Antiques (Oct.); Preview to Winter Vacations (Nov.); Christmas Camera (Dec.); Christmas Books (Dec.); Annual Winter Resort (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday food pages; household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Advertising—Robert S. Morgan
Amusements—Saul Levinson
Antiques—Felice Davis
Aviation—Max B. Cook
Book—Leslie Hanscom
Business-Financial—Charles G. Haskell
Business & Industry—Charles M. Sievert
Cartoonists—Willard Mullin; H. M. Talburt
Church—Alice Moldenhawer
Columnists—Robert C. Ruark; Frederick C. Othman; Inez Robb; Peter Edson; Joe Williams; Frank Farrell; Mrs. Walter Ferguson; Ruth Millett
Credit Manager—Frank A. Dreiss
Economics—Lawrence Fertig
Editorial Writer—Joseph Sage
Fashion—Anne Yates Clarke
Financial News—Robert Denver
Food—Betty Baker
Librarian—Matthew Redding
Motion Picture—Alton Cook
Music—Louis Biancolli
Photo Dept.—Al Aumuller, Mgr.; Wm. Greene
Photography Page—Mabel Scacheri; Ralph Miller
Picture Editor—W. Flahault
Radio-Television—Harriet Van Horne; Dick Kleiner; Faye Emerson; Hal Humphrey
Real Estate—James L. Holton
Saturday Magazine—Herb Kamm
School Page—Jacob Jacowitz
Science—David Dietz
Society—Marianne Strong
Theatre—Frank Aston
Travel and Resorts—Edmund Leamy

JAMAICA (N. Y.), LONG ISLAND PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thurs. & Sun.
Sunday color comics carried.
Special Editions: (S) Financial Section (Jan.); Men's Fashions (Mar.); Paint-up, Clean-Up, Fix-Up (Apr.); Back-To-School (Aug.); Home & Home Furn. (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food columns Thurs.; Household page daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Labor Editor—Austin Perlow
Cartoonists—Al Liederman
Columnists—Walter Kaner; Ward Morehouse, Hal Eaton
Credit Mgr.—Daniel Coulter
Editorial Writer—Arthur Eggleston
Fashion—Mary Lee Thompson
Food—Abby Polesie
Garden—Otto Langhans
Librarian—Annette Schaffet
Music—Garbriel Fontrier
Radio-Television—William Cotter
Real Estate—Leo Beck
Theatrical—Ward Morehouse
Travel—Mel Elfin
Society—Abby Polesie

LONG ISLAND CITY (N. Y.), LONG ISLAND STAR-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri.
Special Editions: Industrial (Jan.).
No Editions; July 4th; Labor Day; Christmas, New Years; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robin Mattal
Aviation—Thomas Finnegan
Book—Philip Hofmann
Business-Financial—Thomas Finnegan
Church—Dorothy Phillips
Columnists—Walter Kaner; Louis F. O'Neill, Joseph Giardini
Credit Mgr.—Harry J. McCloskey
Editorial Writer—Martin Sheldon
Education—Philip Hofmann
Fashion—Mary Lee Thompson
Food—Don Snyder
Garden—Don Snyder
Motion Picture-Theatrical—Philip Hofmann
Music—Philip Hofmann
Picture Editor—George Douris
Radio-Television—Robert Wright
Real Estate—Robin Mattal
Travel—Philip Hofmann
Society—Piera Watkins

RIDGEWOOD (N. Y.), LONG ISLAND ADVOCATE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household cols daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis Royal
Aviation—Frank Engle
Book—Frank Sherkel
Business-Financial—Victor Stanley
Church—Margaret Cappuccio
Columnists—Ray Wilson; Helen Waters; Charles Sattler
Credit Mgr.—Louis E. Reichhold
Editorial Writers—Frank Sherkel; Lewis E. Reichhold
Education—Victor Stanley
Fashion—Evelyn Glass
Food—Evelyn Glass
Librarian—Charles Meyer
Motion Picture-Theatrical—Frank Frazer
Music—Frank Frazer
Photo. Dept. Mgr.—Bernard Folts
Picture Editor—Bernard Folts
Radio-Television—W. Witte
Real Estate—George Grill
Society—Millie Seiflin

STATEN ISLAND (N. Y.), ADVANCE (e)
Special Editions: Business-Industry (Apr.).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Marcel E. Crampon
Personnel Manager—Naomi N. Jablons

NIAGARA FALLS (N. Y.), GAZETTE (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Sunday color comics carried.
No Editions: (e only) Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Ray M. Van Wagnen
Editorial Writers—Thomas J. Berrigan; Hamilton B. Mizer

(Continued on Page 212)

When You Think About THE SYRACUSE MARKET

Think About All of it!

Think of America's best test city—plus a score of sizable, prosperous cities like Auburn, Cortland, Ithaca, Oneida and Oswego. Think of 15 counties embracing one-third of the total area of New York State —with a population just short of 1,400,000 and buying power of $2 billion annually!

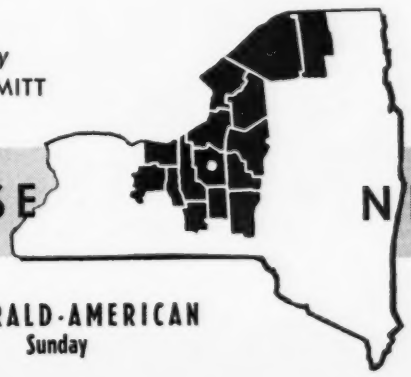
There's a single, efficient way to sell all this truly great market. The Syracuse newspapers deliver 100% saturation coverage of metropolitan Syracuse and effective circulation in the 14 surrounding counties. No other combination of media in this market will do a comparable job at a comparable cost.

No Other Combination of Media in the Area Will Do a Comparable Job at a Comparable Cost.

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT

America's No. 1 Test Market



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 235,506 Sunday Herald-American 219,007 Sunday Post-Standard 105,869

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Cont'd

(Continued from Page 210)

NORWICH (N. Y.), SUN (e)
Special Editions: County Fair (Summer).
No Editions: Jan. 1; May 30; July 4th; Dec. 25th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert J. Jones
Church—Beatrice Hall
Columnist—Robert J. Jones
Editorial Writer—Robert J. Jones
Education—Jerry Weaver
Farm—Jerry Weaver
Fashion—Marge Chase

NYACK (N. Y.), JOURNAL-NEWS (e)
Split Run Adv. Carried: Yes.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mariruth Campbell
Church—Mariruth Campbell
Columnists—Frank Ernest; Fred Geist; John Sutter
Credit Mgr.—Frank Henn
Editorial Writers—Norman R. Baker; F. R. Miller
Music—Mariruth Campbell
Picture Editor—Virginia Parkhurst

OGDENSBURG (N. Y.), JOURNAL (e), ADVANCE-NEWS (S)
Advs. Not Accepted: Liquor.
Annual Special Editions: Auto Show (e) (S) (Jan); Farm Bureau (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Napoleon Beauchamp

OLEAN (N. Y.), TIMES HERALD (e)
Special Editions: Homes and Garden (Apr.); Fall Fashion (Sept.); Christmas (Nov.); Spring Fashion (Mar.).
No Editions: Labor Day; July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Yes.
Radio Station Affiliation: W H D L.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Conner
Business-Financial—Grey Fitzpatrick
Church—Robert Davies
Columnists—Gilbert Stinger; John Armstrong
Editorial Writer—Grey Fitzpatrick
Education—Gilbert Stinger
Fashion—Marian Reynolds
Food—Marian Reynolds
Music—Ned Conner
Photo. Dept. Mgr.—George Lian
Picture Editor—Charles Fish
Society—Marian Reynolds

ONEIDA (N. Y.), DISPATCH (e)
Special Editions: Auto (Jan.); Spring Fashion (Mar.); Fall Fashion (Sept.); Paint Up-Fix Up (April); Year End (Dec.).
No Editions: New Year's; Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John T. Tuttle
Society—Theresa Stoughton

ONEONTA (N. Y.), STAR (m)
Special Editions: Farm Edition (Apr.); 4-H Edition (May).
No Editions: Jan. 1; Memorial Day; Labor Day; Thanksgiving; Christmas; July 4th.
Radio Station Affiliation: WDOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Warner
Aviation—Frank Peretta
Book—Gerald Gunthrup
Church—Robert Warner
Credit Manager—Alex Panko
Columnists—Gerald Gunthrup
Editorial Writer—Gerald Gunthrup
Education—Frank Peretta
Farm—Robert Warner
Fashion—Marguerita Scott Couse
Food—Marguerita Scott Couse
Garden—Robert Warner
Librarian—Jeffrey Haight
Motion Picture-Theatrical—Gerald Gunthrup
Music—Francis Forrest
Photo Dept. Mgr.—Louis Hunt
Picture Editor—Harold Rockwell
Radio-Television—Robert Depianti
Real Estate—Robert Warner
Society—Marguerita Scott Couse
Travel—Marguerita Scott Couse

OSSINING (N. Y.), CITIZEN REGISTER (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frederick J. Tittel
Business-Financial—Joseph L. Naar
Church—Douglas R. Wildey
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Douglas R. Wildey
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Clarissa Schweikert

OSWEGO-FULTON (N. Y.), PALLADIUM-TIMES (e)
Special Editions: Cooking School.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving Day; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin M. Allen
Aviation—Clark Morrison III
Book—Thomas A. Cloutier
Business-Financial—Clarence T. Leighton
Church—J. Russell Gill
Columnist—E. W. Dona
Credit Mgr.—Katherine Neuter
Editorial Writers—Clarence T. Leighton; Clark Morrison III
Education—Clarence T. Leighton
Farm—John Quinn
Fashion—Mrs. Adelle Eusepi
Food—Thomas A. Cloutier
Garden—Thomas A. Cloutier
Librarian—J. Russell Gill
Motion Picture-Theatrical—Thomas A. Cloutier
Music—J. Russell Gill
Personnel Mgr.—Thomas A. Cloutier
Photo. Dept. Mgr.—William H. Leighton
Picture Editor—E. W. Dona
Radio-Television—J. Russell Gill
Real Estate—Thomas A. Cloutier
Travel—Thomas A. Cloutier
Society—Mrs. Adelle Eusepi

PEEKSKILL (N. Y.), STAR (e)
No Editions: Jan. 1; Feb. 12; Feb. 22; May 30; July 4; Labor Day; Nov. 27; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Larrabee Albertson
Church—Dorothy Krumeich
Editorial Writers—E. Joe Albertson; Larrabee Albertson
Education—E. Joe Albertson
Food—E. Joe Albertson
Garden—J. Donald Albertson
Librarian—Larrabee Albertson
Personnel Manager—Larrabee Albertson
Photo. Dept. Mgr.—J. Donald Albertson
Picture Editors—J. Donald Albertson; James C. Napier
Real Estate—Barclay M. Bollas
Travel—E. Joe Albertson
Society—Dorothy Krumeich

PLATTSBURG (N. Y.), PRESS-REPUBLICAN (m)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Carr
Aviation—John Lonergan
Book—Laura Ingalls
Business-Financial—James Graham
Church—Frank Provost
Columnist—William Babel
Editorial Writer—William Babel
Farm—Frank Provost
Fashion—James Graham
Garden—Frank Provost
Librarian—James Graham
Motion Picture-Theatrical—Mike McMahan
Music—Mike McMahan
Photo. Dept. Mgr.—John Lonergan
Picture Editor—George Carr
Radio-Television—Mike McMahan
Real Estate—James Graham
Travel—Mike McMahan

PORT CHESTER (N. Y.), ITEM (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal), Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Barry G. Booth
Business-Financial—William J. Bassett
Church—Warren B. Randall
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Warren B. Randall
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Marguerite Gibble

PORT JERVIS (N. Y.), UNION-GAZETTE (e)
Special Editions: Tri-States Summer Playground Section (weekly June through Aug.).
No Editions: Legal holidays, (New Years; Washington's Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. D. Salmon, Sr.
Cartoonist—M. Kowal
Church—R. C. Frederick
Credit Mgr.—W. R. Happ
Editorial Writer—R. C. Frederick
Fashion—F. D. Salmon, Jr.
Motion Picture-Theatrical—F. D. Salmon, Jr.
Personnel Mgr.—F. D. Salmon, Jr.
Photo. Dept. Mgr.—D. Dwyer
Travel—F. D. Salmon, Jr.
Society—E. J. Weale

POUGHKEEPSIE (N. Y.), NEW YORKER (e) (S)
Sunday color comics carried.
No Editions: Labor Day; Thanksgiving, Christmas; New Year's; Decoration Day; July 4th.
Food and/or Household Dept: Daily food column; recipe column Thursday; household column Saturday. Two food columns; homemaker column Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Marjorie Anderson
Church—Mildred A. Morgan
Columnists—Roy Jackson; Herbert J. Thomsen
Editorial Writers—Herbert J. Thomsen; Charles G. Murray; Edwin H. Rozell
Fashion—Laura C. Foerschler
Food—Laura C. Foerschler
Photo. Dept. Mgr.—Murray Wayne
Society—Laura C. Foerschler

ROCHESTER (N. Y.), TIMES-UNION (e); DEMOCRAT & CHRONICLE (m) (S)
Sunday color comics carried.
Split Run Advertising: Every-other Paper. 2 section issues only.
Advs. Not Accepted: Alcoholic beverages.
No Editions: (e only) New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Metropolitan Sunday Newspapers, Inc.
Radio Station Affiliation: WHEC.
Television Station Affiliation: WHEC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Herbert R. Schaeffer (S)
Book—William D. Manning (m) (S); Olin W. Archer (e)
Business-Financial—Donald E. Record (m) (S); Bruce R. Mann (e)
Cartoonists—Robert C. Meagher (m) (S); Elmer R. Messner (e)
Columnists—Henry Clune (m); William E. Beeney (m) (S); George Beahon (m) (S); L. B. Skeffington (m) (S); Howard C. Hosmer (e); Matthew A. Jackson (e); Paul Pinckney (m); Floyd King (S); Jack Needham (S)
Credit Mgr.—William Culliton
Editorial Writers—James Campbell (m); Clifford Carpenter (m); Olin W. Archer (e); William M. Ringle (e)
Education—Frank Dostal (m) (S); Herbert G. Jackson, Jr. (e); William Pulsifer (e)
Farm—Frank Lonergan (m)
Fashion—Christine Gratto (m); Joseph Freudenberger (e)
Food—Elizabeth de Sylva (m); Joseph Freudenberger (e)
Garden—Elizabeth de Sylva (m); Elizabeth Keiper (e)
Motion Picture-Theatrical—Hamilton B. Allen (e); Jean Walrath (m) (S)
Music—Harvey W. Southgate (m) (S); Hamilton B. Allen (e)
Photo. Dept. Mgr.—Fred H. Powers (m) (S)
Radio-Television—Harold Nichols (m) (S); John C. Hadley (e)
Real Estate—William E. Beeney (m) (S); Joseph N. Freudenberger (e)
Travel—Paul E. Tanner (S)
Society—Elizabeth de Sylva (m) (S); Ruth B. Chamberlain (e)

ROME (N. Y.), SENTINEL (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Auto Show (May): Fashion (Apr., Sept.); Christmas Shopping (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WRUN and WRUN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fritz S. Updike
Farm—Walter Staloff
Photo. Dept. Mgr.—Lloyd Williams
Picture Editor—William L. Courson
Radio-Television—Margaret McCarthy
Society—Joan Kahler

SALAMANCA (N. Y.), REPUBLICAN-PRESS (e)
Special Editions: Vacation Guide (June); Christmas Gift (Nov.).
No editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Matthew Weber.

SARANAC LAKE (N. Y.), ADIRONDACK ENTERPRISE (e)
Special Editions: Summer Vacation (May).
No Editions: Usual holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Eddie Vogt
Editorial Writers—Roger W. Tubby; James Loeb, Jr.
Music—Mrs. Ellen Loeb
Photo. Dept. Mgr.—Bill McLaughlin
Picture Editor—Bill McLaughlin

SARATOGA SPRINGS (N. Y.), SARATOGIAN (e)
Advs. Not Accepted; Alcoholic beverages.
Annual Special Editions: Opening Saratoga Raceway (June); Opening Saratoga Race Track (July & Aug.)
No Editions: Christmas; Thanksgiving; July 4th; New Years; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred G. Eaton
Church—Blanche Robbins
Credit Mgr.—J. V. Hannigan
Editorial Writer—Fred G. Eaton
Photo. Dept. Mgr.—R. Mayette
Picture Editor—Fred G. Eaton
Society—Mrs. A. Woodworth

SAUGERTIES (N. Y.), POST (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Arthur De Celle.

SCHENECTADY (N.Y.), GAZETTE (m)
Split Run Advertising: Yes.
Special Editions: Home Builders Edition (Oct.); Fashion Edition (Apr.), Automotive Edition (Feb.)
Food and/or Household Dept.: Food section Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert G. Adams
Church—D. E. Ritz
Columnists—H. Shave
Credit Manager—David C. Hume
Editorial Writer—R. M. Turner
Education—David Vrooman
Fashion—Maud Welin
Food—Jos. Armstrong
Garden—Jane Farmer
Librarian—Ruth Jorgensen
Music—D. E. Ritz
Personnel Manager—David C. Hume
Photo. Dept. Mgr.—C. B. Sellers. Jr.
Society—Helen W. George

SCHENECTADY (N. Y.), UNION-STAR (e)
Advs. Not Accepted: Clairvoyant
Special Editions: Building (Apr. & Oct.); Nat'l Home Week (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food col. every Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. R. Ekins.

SYRACUSE (N.Y.), HERALD-JOURNAL (e); HERALD-AMERICAN (S)
Run-of-Paper Color Advs.: Full color daily & Sun. R.O.P. and comic sections.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Auto Show (Jan.); Home Building (Apr. & Sept.); Fashion (Apr. & Aug.).
No Editions: Christmas.
Syndicated Magazine Section Carried: American Weekly; Parade; Puck, The Comic Weekly.
Food and/or Household Dept.; Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth F. Sparrow
Aviation—Kenneth F. Sparrow
Book—Karl McElroy
Business-Financial—Frank J. Early
Cartoonist—Fred Heymann
Church—Lee Heath
Columnist—Joe Beamish
Editorial Writer—Harold Addington
Education—Howard Carroll
Farm—Paul Peffers
Fashion—Arlene LaRue
Food—Arlene LaRue
Garden—Lou Tarr
Librarian—Elizabeth Bahouth
Motion Picture-Theatrical—Robert Sokolsky
Music—Emma VanWormer
Photo. Dept. Mgr.—Arthur J. Cornelius
Picture Editor—Fred Heymann
Radio-Television—Robert Sokolsky
Real Estate—Frank J. Early
Travel—Kenneth Sparrow
Society—Arlene LaRue

SYRACUSE (N. Y.), POST-STANDARD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Resort Section (May); Home Show Section (Mar.); Style Show (Feb. & Sept.); Year End Ind. Review (Dec.), Business Review & Forecast (Dec.).
Print Own Magazine: Yes.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Raymond Laing
Aviation—James M. Annan, Jr.
Book—Robert L. Voorhees
Business-Financial—Bernard S. Newer
Church—Nevart Apikian
Columnists—Emily Estey; William V. Reddy; Rod Hunter; Bernard S. Newer
Credit Mgr.—James E. Kelly
Editorial Writers—Robert L. Voorhees; E. Avery Nelson
Education—Edith M. Scully
Farm—Ronald Graham
Fashion—Alice F. Keegan
Food—Alice F. Keegan
Garden—Ronald Graham, Frank Abrahams
Librarian—Mae Walton
Motion Picture-Theatrical—Nevart Apikian
Music—Prof. William Fleming
Photo. Dept. Mgr.—Herman J. Borzner
Picture Editor—J. Leonard Gorman
Radio-Television—Peg Simpson
Real Estate—Bernard S. Newer
Society—Moriel Kerr

TARRYTOWN (N. Y.), DAILY NEWS (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years Washington's Birthday; Memorial Day; Labor Day; Thanksgiving; July 4th; Christmas.
Food and/or Household Dept.: Tues. and Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Aloys A. Robert
Business-Financial—Wallace Odell
Church—Robert M. Austin
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Robert M. Austin
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Marion M. Miller

THE TONAWANDAS (North Tonawanda-Tonawanda) (N. Y.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harvey Hough
Business-Financial—Harvey Hough
Editorial Writer—Harvey Hough
Education—Harvey Hough
Fashion—Mrs. John R. Bohlen
Food—Mrs. John R. Bohlen
Garden—Kelly Simon
Photo. Dept. Mgr.—Bert Olson
Picture Editor—Kelly Simon
Radio-Television—Francis Skimin
Real Estate—Kelly Simon
Society—Mrs. John R. Bohlen

TROY (N. Y.), TROY RECORD (m); TIMES RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily. 4 and 6 (multi-color) day leeway.
Advs. Not Accepted: Objectionable medical.
Special Editions: Educational (June); Back-to-School (Aug.); Spring & Fall Fashions (Seasonal).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas (Times-Record only).
Food and/or Household Dept.: Food pages Thurs. (e) & Fri. (m).
Radio Station Affiliation: WFLY-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kennedy
Cartoonist—Bill Dawson
Credit Mgr.—William A. Manseau
Editorial Writers—Dwight Marvin; Alton T. Sliter; Garner P. Roney
Fashion—Rena Surprise
Food—Helen J. Sutliff
Librarian—Helen J. Sutliff
Music—Keith Marvin
Radio-Television—Alton T. Sliter
Society—Jane A. Bennett

UTICA (N. Y.), PRESS (m); OBSERVER-DISPATCH (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sunday.
Split Run Advertising: Every-other Paper (evening only).
Advs. Not Accepted: Alcoholic beverages.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

UTICA (N. Y.) PRESS & OBSERVER DISPATCH—Cont'd

Special Editions: Dollar Day (Feb. & Aug.); Fashion (Mar.); Utica Day (Apr. & Oct.); Back to School (Aug.); Home Fashion (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; Evening Observer-Dispatch, Morning Press published everyday in year.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gilbert P. Smith (m); Charles A. King (e)
Columnists—Ted Townsend (m); Joseph Hahn (S)
Credit Mgr.—Theodore P. Gruszka
Librarian—Virginia Malecki (e)
Photo. Dept. Mgr.—Dante Tranquille (e)
Society—Diane Pimpinella (m) (e) (S)

WATERTOWN (N. Y.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Dec. 25.
Magazine Section Carried: Farm & Garden (Saturdays); TV Week (Fridays).
Food and/or Household Dept: Food column Saturday.
Radio Station Affiliation: WWNY and WMSA.
Television Station Affiliation: WCNY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fred H. Kimball
Editorial Writers—John B. Johnson; Gordon W. Bryant; Boyd E. Moffett
Farm—Boyd E. Moffett
Garden—Boyd E. Moffett
Librarian—Beverly W. Kocher
Motion Picture-Theatrical—Dominic Pepp
Music—David F. Lane
Radio-Television—Dominic Pepp
Society—Marian Evans

WAVERLY (N. Y)—See Sayre (Pa.)

WELLSVILLE (N. Y.), REPORTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

WHITE PLAINS (N. Y.), REPORTER DISPATCH (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM;
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. Eugene Duffy
Business-Financial—Benjamin H. Carroll
Church—James F. Gressler
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—James F. Gressler
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Nora Applegate

YONKERS (N. Y.), HERALD STATESMAN (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John E. Sheils
Business-Financial—Oxie Reichler
Church—David S. Jensen
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—David S. Jensen
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Hulda Greene

NORTH CAROLINA

ASHEVILLE (N. C.), CITIZEN (m); TIMES (e); CITIZEN-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 individual 2-color ads. Daily. (4 ads Black & One Color).
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Educational Issue (March); Vacation Issue (June); Agriculture Issue (Oct.); Weekly Business Review Sat.(e)& Mon.(m); Annual Business Review (Jan.); Annual Travel Page (May & Sept.).
No Editions: Christmas.
Radio Station Affiliation: WWNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dave Cheadle (m) (e) (S)
Book—Wm. Lindau (S)
Business-Financial—C. S. Ramsey (m) (e) (S)
Church—Marguerite Alexander (e)
Columnists—Al Geremonte (e); Bob Terrell (m); Mrs. C. N. Burton (m); Gertrude Ramsey (S)
Credit Mgr.—Joseph A. Brandl, Jr.
Editorial Writers—Geo. W. McCoy (m); Walter S. Adams (e); C. K. Robinson (S)
Education—Marguerite Alexander (e); W. E. Lindau (S)
Farm—W. E. Lindau (m)
Food—C. S. Ramsey (m) (e) (S)
Librarian—Mrs. P. E. Pearce (m) (e) (S)
Picture Editor—Richard Wynne (m)
Society—Gertrude Ramsey (S); Joan McLean (e); Mrs. C. N. Burton (m)

BURLINGTON (N. C.), TIMES-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Saturday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. J. Nally
Aviation—Bill Hunter
Book—Staley A. Cook
Business-Financial—R. M. Fonville
Church—Howard White
Columnists—Don Metcalf; Don Bolden
Credit Mgr.—R. M. Fonville
Editorial Writers—Staley A. Cook; Howard White.
Education—Howard White
Farm—Floyd Ellington
Fashion—Mrs. Ralph Norwood
Food—R. J. Nally
Garden—Mrs. Ralph Norwood
Librarian—Mrs. Ralph Norwood
Motion Picture-Theatrical—Don Bolden
Photo. Dept. Mgr.—Ed. McCauley
Society—Mrs. Ralph Norwood

CHARLOTTE (N. C.), NEWS (e)
Print Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Saturday color comics carried.
Split Run Advertising: Every-other Paper; Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Business Review and Forecast (Jan.); Cooking School (May).
Food and/or Household Dept.: Food magazine Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. A. Daly
Book—L. D. T. Cox
Business-Financial—J. A. Daly
Church—John Borchert
Columnist—Julian Scheer; Rev. Herbert Spaugh
Credit Mgr.—Paul C. Hamilton
Editorial Writers—Cecil Prince; Perry Morgan
Fashion—Marie McK. Adams
Food—Mrs. Marie Adams
Garden—Cora Harris
Motion Picture-Theatrical—Emery Wister
Society—Marie McK. Adams

CHARLOTTE (N. C.), OBSERVER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Beer & Wine Only.
Special Editions: Business Review (Jan.); Farm (Feb.); Sports (Sept.).
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food pages, Fri.; Women's pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Demont Roseman
Book—Dick Banks
Business-Financial—James Caldwell
Church—Roy Covington
Columnists—Kays Gary; Gus Travis
Credit Mgr.—Frank H. Trull
Editorial Writers—Hal Tribble; Simmons Fentress
Fashion—Anne Parrish
Food—Eudora Garrison
Librarian—Anita Green
Motion Picture-Theatrical—Dick Banks
Music—Dick Banks
Personnel Mgr.—Sam McKeel
Photo. Dept. Mgr.—James Dumbell
Radio-Television—Dick Banks
Real Estate—Scott Summers
Society—Jane Rogers

CONCORD (N. C.), TRIBUNE (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Advs. Not Accepted: Liquor; wine; beer.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENT EDITORS and/or MANAGERS
Church—Marvin Eury
Columnists—Bob Slough
Editorial Writers—E. Ray King; Earl C. Kelley
Fashion—Helen Lyerly
Photo. Dept. Mgr.—James M. Babb
Society—Helen Lyerly

DUNN (N. C.), RECORD (e)
Split Run Advertising: Geographically; every other paper.
Special Editions: Tobacco (Farm) Edition (Aug.); Fashion (Apr.); Fashion (Oct.); Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Strickland
Aviation—Robert Strickland
Book—Mrs. Lee Crail
Business-Financial—Hoover Adams
Cartoonist—Susan Black
Church—Janice Partin
Columnists—Hoover Adams; Ted Crail; Susan Black
Editorial Writers—Hoover Adams; Mel Adams; Ted Crail
Education—Lois Byrd
Credit Manager—Lawrence Nashborn
Farm—Ted Crail
Fashion—Susan Black
Food—M. S. Adams
Garden—Susan Black
Librarian—Jerry Godwin
Motion Picture-Theatrical—Hoover Adams
Music—Susan Black
Personnel Manager—Henry H. Adams
Photo. Dept. Mgr.—Ted Crail
Picture Editor—T. M. Stewart
Radio-Television—Mel Adams
Real Estate—Jerry Godwin
Travel—Hoover Adams
Society—Mrs. Hoover Adams

DURHAM (N. C.), HERALD (m) (S); SUN (e)
Sunday color comics carried.
Split Run Advertising: Every-other paper
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Radio Station Affiliation: WDNC.
Television Station Affiliation: WTVD.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Hodges (m); J. W. Duke (e)
Aviation—Ed Hodges (m); J. W. Duke (e)
Book—Ed Hodges
Business-Financial—Steed Rollins (m); J. R. Barry (e)
Cartoonists—John Sink (m); John Wilson, Jr. (e)
Church—Russell Clay (m); Wyatt Dixon (e)
Columnists—Russell Clay (m); James Shumaker (m); Wyatt Dixon (e); J. W. Duke (e)
Credit Mgr.—D. J. Germino
Editorial Writers—Steed Rollins (m); T. E. Faison (m); Herbert Bradshaw (m); John R. Barry (e); H. B. Webb (e)
Education—Herbert Bradshaw (m); J. R. Barry (e)
Farm—Ed Hodges (m); H. B. Webb (e)
Fashion—Suzzane Jones (m); Shirley Davis (e)
Food—Harry Hollingsworth
Garden—Ed Hodges (m); Shirley Davis (e)
Librarian—Harry Hollingsworth (m); John Langston (e)
Motion Picture-Theatrical—Russell Clay (m); Wyatt Dixon (e)
Music—Herbert Bradshaw (m); J. R. Barry (e)
Personnel Manager—D. J. Germino
Photo. Dept. Mgr.—Chas. Cooper
Travel—Ed Hodges
Society—Suzzane Jones (m); Grace Upchurch (m). Shirley Davis (e)

ELIZABETH CITY (N. C.), ADVANCE (e)
Saturday color comics carried.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Oscar Montgomery
Book—G. Norman Benjamin
Business-Financial—Fred Haney
Church—Bessie Culpepper
Editorial Writer—Fred Haney
Farm—Fred Haney
Fashion—Bessie Culpepper
Food—Bessie Culpepper
Garden—Bessie Culpepper
Motion Picture-Theatrical—Bessie Culpepper
Photo. Dept. Mgr.—David Phillips
Picture Editor—David Phillips
Radio-Television—Bessie Culpepper
Real Estate—Merrill Haddock
Travel—G. Norman Benjamin
Society—Bessie Culpepper

GOLDSBORO (N. C.), NEWS-ARGUS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Annual Special Editions: Progress Edition (Jan.); Bargain Days (Feb.); Spring Fashions (Easter); Better Farming Edition (Aug.); Goldsboro Days (Aug.);
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frances Tew
Book—Gene Roberts
Business-Financial—Frances Tew
Cartoonists—Zeno Spence
Church—Elga Nichols
Columnists—Jack Lee; George Johnson
Credit Mgr.—Mrs. Elizabeth Stroud
Editorial Writer—Henry Belk
Education—Gene Roberts
Farm—Hope Shackelford
Fashion—Jean Powell
Food—Jean Powell
Librarian—Elga Nichols
Motion Picture-Theatrical—George Johnson
Music—Jean Powell
Photo. Dept. Mgr.—Bill Futrelle
Picture Editor—Frances Tew
Radio-Television—George Johnson
Travel—Jean Powell
Society—Jean Powell

GREENSBORO (N. C.), RECORD (e); NEWS (m) (S)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Television Station Affiliation: WFMY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Evangeline Davis (m) (S)
Business-Financial—Marvin Sykes (e)
Church—Dorothy Benjamin (e)
Columnists—Jo Spivey (e); Anne C. White (e), William C. Burton (S)
Credit Mgr.—Daisy Upchurch
Editorial Writers—H. W. Kendall (m) (S); William Snider (m) (S); Colvin T. Leonard (e); Abe Jones (e)
Education—Lane Kerr (m) (S)
Food—Phyllis McLeod (e)
Photo. Dept. Mgr.—James Wommack (m)
Real Estate—Marvin Sykes (e)
Society—Anne Cantrell White (m) (S) (e)

GREENVILLE (N. C.), REFLECTOR (e)
Special Editions: Farm Edition (Apr.); Women's Spring Fash. (Apr.); Men's Spring Fash. (Apr.); Fall Fashions (Sept.).
No Editions: July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—David J. Whichard; Donald C. Schlienz
Farm—Alvin Taylor
Society—Mrs. Anne Singleton

HENDERSON (N. C.), DISPATCH (e)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Sept.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Henry A. Dennis

HENDERSONVILLE (N. C.), TIMES-NEWS (e)
Advs. Not Accepted: Liquor; coin machines; work at home.
Special Editions: Horse Show (July), N. C. Apple Festival (Aug.); Back to School (Sept.); Western N. C. Fair (Sept.); Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Lindsey
Business-Financial—C. M. Ogle
Church—Leo H. Wise
Editorial Writers—J. T. Fain, Jr.; C. M. Ogle
Farm—J. T. Fain, Jr.
Fashion—Mrs. C. R. McManaway
Photo. Dept. Mgr.—J. T. Fain, Jr.
Real Estate—W. M. Glenn
Society—Mrs. C. R. McManaway

HICKORY (N. C.), RECORD (e)
Advs. Not Accepted: Liquor.
Special Editions: Million $$$ Days (July & Aug.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Burch Allison
Aviation—L. C. Gifford
Book—Mary Elliott Willis
Business-Financial—Floyd A. Powell
Church—Maude Hoon
Columnists—Helen Ross; Wake Bridges; Edmund B. Martin, Jr.
Credit Mgr.—L. C. Gifford
Editorial Writers—L. C. Gifford; Floyd Powell
Personnel Mgr.—L. C. Gifford
Society—Mabel Miller Rowe

HIGH POINT (N. C.), ENTERPRISE (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (Apr.), Fall Style (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe E. Brown
Aviation—Pierce Jones
Book—Robert Marks
Business-Financial—Joe E. Brown (e); Robert Marks
Church—Pierce Jones
Columnists—Holt McPherson; Forrest Cates; Robert Marks
Editorial Writers—Holt McPherson (e) (S); Baxter Younts
Education—Robert Marks
Farm—Edwina Schramm
Fashion—Madeline Hoover
Food—Edwina Schramm
Garden—Madeline Hoover
Librarian—Pierce Jones
Motion Picture-Theatrical—Baxter Younts
Music—Madeline Hoover
Photo Dept. Mgr.—Joe E. Brown
Picture Editor—Joe E. Brown
Radio-Television—Joe E. Brown
Real Estate—Joe E. Brown
Travel—Joe E. Brown
Society—Madeline Hoover

JACKSONVILLE (N. C.), NEWS (e ex. Sun)
Run-of-Paper Color Advs: 1 color.
Special Editions: Spring Fashion (Mar.); Graduation (May); Back-to-School)(Aug.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James Wyant; J. B. Robinson

KANNAPOLIS (N. C.), INDEPENDENT (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Mon., Wed., & Sat.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Randolph Hancock
Church—Ruby Elliott
Columnists—Bill Workman; Frankie Patterson; Jim McAllister; Betty Moore; Randolph S. Hancock
Farm—Randolph S. Hancock
Fashion—Betty Moore
Food—Betty P. Moore
Garden—Randolph S. Hancock
Motion Picture-Theatrical—Bill Workman
Photo. Dept. Mgr.—Earl Graham
Picture Editor—Earl Graham
Radio-Television—Bill Bailes
Real Estate—Bill Maultsby
Society—Betty Moore; Ruby Elliott

KINSTON (N. C.), FREE PRESS (e)
Advs. Not Accepted: Alcoholic beverages; Fortune-telling.
Special Editions: Tobacco Edition (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. P. Strother
Aviation—J. P. Strother
Book—J. P. Strother
Business-Financial—H. Galt Braxton
Church—James Register
Editorial Writers—H. Galt Braxton; J. P. Strother
Education—H. Galt Braxton; J. P. Strother
Farm—Herald Latham
Food—Miriam Maynard
Librarian—Mrs. Lynnette Holt
Motion Picture-Theatrical—James Register
Music—Miriam Maynard
Photo. Dept. Mgr.—James Register
Real Estate—James Register
Travel—H. Galt Braxton

LENOIR (N C), NEWS-TOPIC (e)
Advs. Not Accepted: Liquor
No Editions: Thanksgiving; Christmas

LEXINGTON (N. C.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe S. Sink
Book—Miss Nancy Alley
Business-Financial—E. E. Witherspoon
Church—Miss Nancy Alley
Columnists—Fred O. Sink, Jr.
Editorial Writers—E. E. Witherspoon; L. A. Martin; Miss Nancy Alley
Farm—Jaques Beck
Fashion—Miss Nancy Alley
Food—Miss Nancy Alley
Motion Picture-Theatrical—Joe S. Sink
Photo. Dept. Mgr.—"Scoop" McCrary
Picture Editor—"Scoop" McCrary
Real Estate—Jaques Beck
Society—Miss Nancy Alley

LUMBERTON (N. C.), ROBESONIAN (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Penn Gray
Church—Mrs. Carrie Stevens
Editorial Writer—J. A. Sharpe, Jr.
Farm—J. A. Sharpe, Jr.
Fashion—Mrs. Carrie Stevens
Food—Mrs. Carrie Stevens
Garden—Virginia Simkins
Photo. Dept. Mgr.—Penn Gray
Picture Editor—Penn Gray
Society—Mrs. Carrie Stevens

(Continued on Page 214)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NORTH CAROLINA—Cont'd

(Continued from Page 213)

MORGANTON (N. C.), NEWS-HERALD (e ex. Sat.)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Beatrice Cobb
Columnists—Beatrice Cobb; W. Stanley Moore; J. Gordon Queem; J. D. Fitz
Editorial Writer—W. Stanley Moore
Fashion—Faye Carraway
Food—Faye Carraway
Personnel Manager—J. D. Fitz
Photo. Dept. Mgr.—Furman Dixon
Society—Faye Carraway

NEW BERN (N. C.), SUN-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. 3 Day Leeway.
Advs. Not Accepted: Mail order.
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. M. Diggs.
Personnel Mgr.—C. T. Midyette, Jr.

RALEIGH (N. C.), NEWS and OBSERVER (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other Paper
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm Edition (Feb.); Shoe Edition (Mar.); Men's Wear (Apr.); Furniture (Apr. & Sept.); Educational (May).
No Editions: Dec. 26.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. H. Duncan
Book—James Chaney
Business-Financial—W. G. Womble, Jr.
Cartoonist—Bill Ballard
Church—James Whitfield
Columnists—Bill Humphries; Sam Ragan; Charles Craven
Credit Mgr.—Grace Wilder
Editorial Writers—Jonathan Daniels; Robert E. Williams
Education—James Whitfield
Farm—Bill Humphries
Fashion—Dorothy Cameron
Food—Dorothy Cameron
Garden—James Chaney
Librarian—Robert Duckett
Motion Picture-Theatrical—Raymond Lowery
Music—Raymond Lowery
Photo. Dept. Mgr.—Lawrence Wofford
Picture Editor—W. G. Womble, Jr.
Real Estate—William Womble
Travel—David Murray
Society—Dorothy Cameron

RALEIGH (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. 3 day leeway.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. H. Duncan
Business—Irvin Parkins
Church—Nancy Duckett
Columnists—Bette Elliott; A. C. Snow; Mae White
Credit Mgr.—Grace Wilder
Editorial Writer—Herbert O'Keef
Education—Bob Mitchell
Fashion—Bette Elliott
Food—Bette Elliott
Motion Picture-Theatrical—Ann Cooke
Radio-Television—Ann Cooke
Society—Bette Elliott

REIDSVILLE (N. C.), REVIEW (e ex. Sat)
Advs. Not Accepted: Liquor; Wine.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Ann Somers
Credit Manager—C. R. Oliver
Editorial Writer—C. R. Oliver
Personnel Manager—C. R. Oliver
Picture Editor—John A. Oliver
Society—Mrs. Gail Powell

ROANOKE RAPIDS (N. C.), HERALD (e) (S)
Sunday color comics carried.
Special Editions: Graduation (May); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Don Hall
Farm—Dick Kern
Fashion—Carter Croft
Food—Carter Croft
Photo. Dept. Mgr.—Carl Churchill
Picture Editor—Dick Kern
Society—Carter Croft

ROCKY MOUNT (N. C.), TELEGRAM (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily Sun.
Daily & Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Tobacco Edition (Aug.); Trade Days (Oct. & Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Grocery section on Thurs.; Farm Pages (Mon.); Builders Pages (Sun.).
Radio Station Affiliation: WCEC - WFMA.
Television Station Affiliation: WNCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Bill Rumfelt
Church—Clinton Andrews
Columnist—Bob Williams
Credit Manager—Herbert Slater
Editorial Writers—Vernon Sechriest; Bill Rumfelt
Farm—Bill Stancil
Fashion—Vivian McMillan
Food—Nancy Steitzleman
Motion Picture-Theatrical—Bill Stancil
Photo. Dept. Mgr.—Charlie Killebrew
Picture Editor—Bill Rumfelt
Radio-Television—Bill Stancil
Society—Vivian McMillan

IN NORTH CAROLINA
YOU NEED THESE
THREE
Wilmington Morning Star
AND ONLY WITH THESE
THREE NEWSPAPERS DO
YOU COVER THIS QUARTER
BILLION DOLLAR MARKET.
THE WILMINGTON NEWS
THE PORT CITY OF PROGRESS AND PLEASURE
A RESPONSIVE
8 COUNTY DIVERSIFIED
TRADE AREA RADIATING
FROM WILMINGTON
THE SUNDAY STAR-NEWS
THE PORT CITY OF PROGRESS AND PLEASURE
ASK US OR
ASK A BRANHAM MAN
FOR COMPLETE 1958 FACTS
STAR-NEWS NEWSPAPERS
MORNING—EVENING—SUNDAY

SALISBURY (N. C.), POST (e) (S)
Run-of-Paper Color Advs.: 3 colors and black.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Special Editions: Back-to-School (Aug.).
No Editions: Christmas
Syndicated Magazine Section Carried: Family Weekly
Group Membership: Southeastern Color Comic Group
Food and/or Household Dept: Food Column every Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Rose Post
Book—Spencer Murphy
Cartoonist—Carl Spencer
Columnist—Heath Thomas
Editorial Writer—Spencer Murphy
Farm—Homer Lucas
Librarian—Mrs. Rose Post
Photo. Dept. Mgr.—John Suther
Radio-Television—Gale White
Society—Mrs. Mary Linn Collins

SANFORD (N. C.), HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Aug.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Cooking Recipes every Sat.
Radio Station Affiliation: WWGP-AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. Doris Betts
Church—Edna H. Byerly
Columnists—Edna Byerly; Mrs. Doris Betts
Credit Mgr.—W. E. Horner
Editorial Writer—Charles McWilliams
Farm—Carol Camp
Fashion—Edna Byerly
Food—Edna Byerly
Personnel Mgr.—W. E. Horner
Photo. Dept. Mgr.—Luman Moore
Picture Editor—Charles McWilliams
Radio-Television—Mrs. Doris Betts
Society—Edna Byerly

SHELBY (N. C.), STAR (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David E. Gillespie
Business-Financial—H. L. Weathers
Church—James Jolley
Editorial Writers—David E. Gillespie; Richard L. Shelton, Jr.
Farm—James Jolley.
Fashion—Erma J. Drum
Food—Erma J. Drum
Photo. Dept. Mgr.—Paul Lemmons

STATESVILLE (N. C.), RECORD & LANDMARK (e)
Saturday color comics carried.
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept.: Incl., Women's Dept.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Doris Waugh Betts
Church—Miss Rosamond Clark
Columnist—J. P. Huskins
Editorial Writers—J. P. Huskins; W. M. Moore
Farm—Robert Stern
Fashion—Mrs. Mildred A. Huskins
Food—Mrs. Mildred A. Huskins
Personnel Mgr.—C. P. Middlesworth
Photo. Dept. Mgr.—Steven Fry
Society—Miss Rosamond Clark

TRYON (N. C.), DAILY BULLETIN (m)
Advs. Not Accepted: Liquor, freak.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Seth M. Vining, Jr.
Business Financial—Seth M. Vining, Jr.
Cartoonist—Seth M. Vining, Jr.
Church—Seth M. Vining, Jr.
Columnist—Seth M. Vining, Jr.
Garden—Gladys Vining
Radio-Television—Seth Vining, Jr.
Society—Gladys Vining

WASHINGTON (N. C.), NEWS (e)
Run-of-Paper Color Advs.: Black and 1 color. Daily
Special Editions: Tobacco (Aug.); Christmas Opening (Dec.); Merry Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Spencer
Book—Mary Toler
Business-Financial—Thomas Spencer
Church—Thomas Spencer
Editorial Writer—Ashley B. Futrell
Farm—Thomas Spencer
Fashion—Mary Toler
Food—Mary Toler
Garden—Mary Toler
Photo. Dept. Mgr.—John Morgan
Picture Editor—John Morgan
Society—Mary Toler

WILMINGTON (N. C.), STAR (m); NEWS (e ex. Sat); STAR-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Azalea Festival (Apr.); Annual Business Review (Feb.); Resort Edition (May).
No Editions: Christmas.
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Buck Meyers
Editorial Writers—Al G. Dickson; Frank O'Brien, Ralph Mulford
Farm—Julien Martin
Fashion—Daisy Page
Food—Daisy Page
Garden—Marion Ward
Librarian—Irene Padgette
Photo. Dept. Mgr.—Buck Meyers
Picture Editor—Jim Wilson
Society—Joan Dressel; Marion Ward

WILSON (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 2 colors and black.
Saturday color comics carried.
Special Editions: Tobacco Edition (Aug.).
No Editions: Christmas; Thanksgiving; July 4th.
Television Station Affiliation: WNCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vernon Morton
Book—Ann Faircloth
Business-Financial—Vernon Morton
Church—Ann Faircloth
Editorial Writer—Elizabeth G. Swindell
Farm—Jerry Ballard
Fashion—Ann Faircloth
Feature—Jimmy Ferrell
Food—Ann Faircloth
Garden—Ann Faircloth
Librarian—Ann Faircloth
Music—Lee Howard
Real Estate—Horace Overman
Society—Ann Faircloth

WINSTON-SALEM (N. C.), JOURNAL (m); SENTINEL (e); JOURNAL AND SENTINEL (S)
Print Run-of-Paper Color Adv.: Up to 3 colors. One week advance reservation and 5 days leeway on two and three color work. Also minimum 1000 lines on two and three colors and black. No minimum size requirement on spot (one color and black) color.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; mail-order; medicine.
Group Membership: Jessie's Notebook.
Food and/or Household Dept.: Food column and food pages Fri. (m); Thurs. (e) & Sun.
Radio Station Affiliation: WSJS.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Sherman Shore
Business-Financial—Rom Weatherman (m); Bill East (e)
Church—John Herndon (e)
Columnists—Roy Thompson (S); John Wesley Clay (m); Francis C. Anscombe (e); Clay Ferree (S)
Credit Manager—D. J. Chipman
Editorial Writers—James B. L. Rush (m) (e); H. Clay Ferree (m) (e); Frances Griffin (m) (e); Robert F. Campbell (m) (e); Howard L. Myers (m) (e); Rixie Hunter (m) (e)
Education—Rom Weatherman; Jesse Poindexter (m) (S); Ed Friedenberg; Lucille Cathey (e)
Farm—Martin Howard (m) (S)
Fashion—Clara Bell LeGrand (m) (S); Annie Lee Singletary (e)
Food—Beth Tarton (m) (S); Catherine Fassett (e)
Librarian—Doris Tyson (m) (e) (S)
Motion Picture-Theatrical—Sherman Shor (S)
Music—Beverly Wolter (m) (e) (S)
Personnel Mgr.—J. A. Gray
Picture Editor—Rom Weatherman (m) (S); Bill East (e)
Radio-Television—Sherman Shore
Travel—Sherman Shore
Society—Elizabeth Trotman (m) (e) (S)

NORTH DAKOTA

BISMARCK-MANDAN (N. D.), TRIBUNE (e)
Advs. Not Accepted: Mail order; fortune telling; marriage clubs.
Special Editions: Style (May); Style (Sept.); Farm Exchange (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Jack E. Case
Credit Manager—John Ehrmantraut
Editorial Writers—John O. Hjelle
Education—Mary Jane Low
Farm—Art McKinney
Fashion—Mary Jane Low
Food—Mary Jane Low
Librarian—June Thompson
Motion Picture-Theatrical—Anna Marie Ray
Music—Mary Jane Low
Society—Mary Jane Low

DEVILS LAKE (N. D.), JOURNAL (e ex. Sat)
Special Editions: Spring Opening (Apr.); Back to School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Leonard Lund
Editorial Writer—R. L. Dushinske; L. Lund.
Society—Mrs. R. L. Dushinske

DICKINSON (N. D.), PRESS (m)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: April; June; July; Nov.; Dec.
No Editions: Six Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Samuel E. Burgess
Editorial Writer—Samuel E. Burgess
Society—Velma Vickery

FARGO (N. D.), FORUM, REPUBLICAN & DAILY NEWS (m ex. Mon) (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun. 2,3 or 4 colors except Sun. & Mon.
Advs. Not Accepted: Liquor; beer (S).
Radio Station Affiliation: WDAY.
Television Station Affiliation: WDAY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ross Phipps
Aviation—Stanley Cowan
Book—John D. Paulson
Business-Financial—Stanley Cowan
Church—Bernice Oliver
Credit Mgr.—William C. Lontz
Farm—Wally Lindell
Fashion—Ruth Fairbanks
Food—Ruth Smith
Garden—Ruth Smith
Librarian—Jean Dunlap
Motion Picture-Theatrical—Del Johnson
Music—F. Schoff
Photo. Dept. Mgr.—Cal Olson
Picture Editor—Cal Olson
Radio-Television—Del Johnson
Travel—Ruth Smith
Society—Ruth Fairbanks

GRAND FORKS (N. D.), HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily and Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: (e) Farm (Apr.); Farm & Home (Mar.); (S) Spring Fashion (May); Back to School (Aug.); Christmas Catalog (Nov.).
Radio Station Affiliation: KILO
DEPARTMENTAL EDITORS and/or MANAGERS
Church—L. C. Tinnes
Columnists—M. M. Oppegard; C. D. Locklin
Editorial Writers—M. M. Oppegard; C. D. Locklin
Education—E. C. Eyler
Farm—R. G. Davies

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

GRAND FORDS (N. D.) HERALD—Cont'd

Fashion—Edith Thompson
Food—Sally E. Glein
Garden—R. G. Davies
Librarian—Roberta Bertram
Motion Picture-Theatrical—Roberta Bertram
Music—Edith Thompson
Society—Edith Thompson

JAMESTOWN (N. D.), SUN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. G. Hansen
Editorial Writers—William Wright; Sam Lowe
Farm—Ralph Scott
Food—Mrs. Gordon Hansen
Society—Ina Cook

MANDAN (N.D.), PIONEER (e)
Advs. Not Accepted: Mail order; marriage clubs.
Special Editions: Farm (March); Builders Show (April).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—E. D. Tostevin
Credit Manager—Agnes Tostevin
Editorial Writer—W. C. Tostevin
Fashion—Palma Fristad
Food—Palma Fristad
Music—Mildred Auth
Personnel Mgr.—W. C. Tostevin

MINOT (N. D.), NEWS (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Clairvoyant; fortune-telling; matrimonial.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Robert Cory; Jack Bone; James Sullivan

VALLEY CITY (N. D.), TIMES-RECORD (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: N.D. Winter Show (Mar.); Lake Astabula Water Carnival (June); 4-H Achievement (Sept.); Christmas Shopping (Nov.); Progress (Jan.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept: Homemakers Page Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Stan Cann; Harry Moore
Editorial Writers—Seth Carlson; Stan Cann
Farm—Stan Cann
Society—Evelyn Gieger

WILLISTON (N. D.), HERALD (e)
Special Editions: Christmas (Dec.); Spring Style (Apr.); Back to School (Aug.); Farm & Oil Festival (Sept.)
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Chuck Stiles
Editorial Writer—Harry E. Polk
Photo. Dept. Mgr.—Doyle Ennis
Society—Mrs. Harry E. Polk

OHIO

AKRON (Ohio), BEACON-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Sunday color comics carried.
Syndicated Magazine Section Carried: Parade.
Group Membership: Locally Edited Group.
Radio Station Affiliation: WAKR.
Television Station Affiliation: WAKR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kuebler
Aviation—Helen Waterhouse
Book—Margot Jackson
Business-Financial—Joseph Kuebler; George Hattie
Cartoonist—Ned White
Church—Carl Dangel
Columnists—Kenneth Nichols; Sam Radak
Credit Manager—L. C. Bowers
Editorial Writers—Tom Horner; R. H. Stopher; J. S. Jackson; Ray C. Sutliff
Education—Craig Wilson
Farm—James D. Callaghan
Fashion—Marion Geyer
Food—Peg Ashley
Garden—Kate Clapp
Librarian—Mae Steinbach
Motion Picture-Theatrical—A. L. Cullison
Music—Oscar Smith
Photo. Dept. Mgr.—Julius Greenfield
Picture Editor—Murray Powers
Radio-Television—A. L. Cullison
Real Estate—Oscar Smith
Travel—A. F. Falk
Society—Betty Jaycox

ALLIANCE (Ohio), REVIEW (e)
Advs. Not Accepted: Competitive out of town copy; mail order.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WFAH.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Donald Burham
Editorial Writer—C. D. Steffy
Farm—Wm. McCarty
Society—Mrs. Edward Yarnell

ASHLAND (Ohio), TIMES-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color plus Black, all pages except 1st 2 and last 2 in each section.
Advs. Not Accepted: Liquor
Special Editions: Dollar Days (Feb. & Aug.); Graduation (May or June); Spring Opening (Mar.); Back to School (Aug.); Fair Edition (Sept.); Fall Opening (Aug. or Sept.); Christmas Opening (Nov.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Weekly Special Pages: Farm (Sat.); Radio-TV (Sat.); Building (Tue.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cy Wainscott
Book—Don E. Beattie
Business-Financial—Don. E. Beattie
Church—Cy Wainscott
Columnists—Don E. Beattie; Wayne Byers;
Editorial Writer—Don E. Beattie
Education—Don E. Beattie
Farm—Wayne Byers
Fashion—Capitola Holm
Food—Capitola Holm
Motion Picture-Theatrical—Capitola Holm
Music—Capitola Holm
Photo. Dept. Mgr.—William Howell
Picture Editor—Don E. Beattie
Radio-Television—Josephine Stookey
Society—Capitola Holm

ASHTABULA (Ohio), THE ASHTABULA STAR-BEACON (e)
Run-of-Paper Color Advs.: 1 color. One-week notice, two days leeway required, but will publish day specified, if possible.
Saturday color comics carried.
Special Editions: Back to School (Aug.); Dollar Value Day (Feb., Aug.); Spring Fashion (Mar.); Christmas Tree Lane (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA AM and FM

ATHENS (Ohio), MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Special Editions: Christmas (Nov.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Isillert
Aviation—G. K. Bush
Church—Chas. Reamer
Editorial Writers—G. K. Bush
Education—Chas. Reamer
Fashion—Roberta Burson
Food—Roberta Burson
Garden—Roberta Burson
Picture Editor—Chas. Reamer
Radio-Television—Chas. Reamer

BELLEFONTAINE (Ohio), EXAMINER (e)
Advs. Not Accepted: Liquor, mail order; vending machine
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Bureau of Advertising, Ohio Newspaper Assn., Ohio Select List.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Dalton Young
All other business, to Hamilton McPeck if individual necessary.

BELLEVUE (Ohio), GAZETTE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

BOWLING GREEN (Ohio), SENTINEL-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Liquor.
Annual Special Editions: Traffic Safety (Jan.); Basketball Edition (Oct.); Wood County Fair (Aug.); Auto Show (Jan.); Home & Garden (Apr.); Graduation (May); Cook-Book (July); Back to School (Aug.); Christmas Opening (Nov.); Christmas Greeting (Dec.); Oil Week (Oct.); Fire Prevention (Oct.); Food Cooking School (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Jones
Aviation—Paul W. Jones
Business-Financial—Paul W. Jones
Church—Minniebelle Conley
Editorial Writer—Paul W. Jones
Education—Paul W. Jones
Farm—Conrad Radwanski
Fashion—Minniebelle Conley
Food—Minniebelle Conley
Garden—Paul W. Jones
Librarian—Paul W. Jones
Picture Editor—Paul W. Jones
Radio-Television—Florence Patrick
Real Estate—Minniebelle Conley
Travel—Paul W. Jones
Society—Minniebelle Conley

BRYAN (Ohio), TIMES (e)
No Editions: New Years; Christmas; May 30; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edna Goller
Editorial Writer—Cass Cullis

BUCYRUS (Ohio), TELEGRAPH-FORUM (e)
Advs. Not Accepted: Mail order.
Special Editions: Bucyrus Days.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. D. Armstrong
Business-Financial—C. S. Boryczka
Columnist—R. C. Hoiles
Credit Mgr.—C. S. Boryczka
Editorial Writers—Adam Boryczka; Don Wynn
Education—A. J. Boryczka
Farm—F. G. Kirby
Photo. Dept. Mgr.—Don Wynn
Society—Dorothy Krantz

CAMBRIDGE (Ohio), JEFFERSONIAN (e)
Run-of-Paper Color Advs.: 3 colors. Daily.
Saturday color comics carried.
Advs. Not Accepted: Alcoholic beverages; vending machines.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Radio-Television—Margaret Brill
Society—Janice Roe

CANTON (Ohio), REPOSITORY (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex. Thurs.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas Edition (Nov.); Home Show Edition (Mar. & Sept.).
Print Own Magazine: No.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Daily food columns; full food section on Wed. & Thurs.
Radio Station Affiliation: WHBC & WHBC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gilbert Shepard
Aviation—Gilbert Shepard
Book—Charles Volzer
Business-Financial—Joseph M. Koren
Cartoonist—Roy Hearn
Church—Gretchen Putnam
Columnists—Truman Twill; Mary Peebles; Bob Seaman
Credit Mgr.—Howard Patterson
Editorial Writer—Darrel Mansell
Education—Helen Carringer
Farm—Allan Simpson
Fashion—Gene Winski
Food—D'Orsay Pearson
Librarian—Dorothy Ott
Motion Picture-Theatrical—Willard Benjamin
Music—Willard Benjamin
Photo. Dept. Mgr.—Cliff Haga
Picture Editor—Charles Volzer
Radio-Television—Mary Robertson
Real Estate—William Burleson

CELINA (Ohio), STANDARD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Vacation (May); Christmas (Nov.).
No Editions: New Years; Christmas; Thanksgiving; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Parker R. Snyder
Cartoonist—Jean Muntzinger
Columnists—Tom Percy; Wm. Berry
Editorial Writers—Tom Percy; Parker R. Snyder
Education—Mary Goodwin
Farm—Margaret Koenig
Fashion—Mary Goodwin
Food—Gretchen Bollenbacher
Librarian—Mary Goodwin
Motion Picture-Theatrical—Betty Arnold
Society—Gretchen Bollenbacher

CHILLICOTHE (Ohio), GAZETTE (e)
Saturday color comics carried.
Special Editions: Ross Co. Fair (Aug.); Progress Edition (Feb.);
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. C. Oyer.

CINCINNATI (Ohio), ENQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors daily. Sun., when available.
Sunday color comics carried.
Split Run Advertising: Geographically Kentucky Edition. Also every-other Paper.
Special Editions: Women's Fashion (Mar. & Sept.); School (Jan., June & Sept.); Air Conditioning (m) (June); Financial & Business Review (Jan.); Travel (S) (5 times Jan., Apr., June, Oct., Dec.); Christmas Gift Guide (S) (Roto) (Dec.); Christmas Book Review (S) (Dec.); Home Furnishings (S) (Roto) (Feb.); Garden (S) (Spring); Cook Book (m) (Oct.); (Tab.); R.O.P. (m) (Sept.).
Print Own Magazine: Yes.
Magazine Sections Carried: (S) This Week; American Weekly.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Food pages every Tues., Thurs. & Fri. Retail Food Adv. Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Beiser
Aviation—Robert F. Stayman
Book—Fred Yeiser
Business-Financial—Dick Havlin
Cartoonists—L. D. Warren; Harold Russell
Church—Ann Russell
Columnists—Ollie James; Forrest Davis; Wm. H. Hessler; Al Schottelkotte; Mildred Miller; Dave Roberts; Phillip M. Swatek; Dick Kirkpatrick; Hal Metzger
Credit Mgr.—Edwin Denning.
Editorial Writers—Ollie James; William H. Hessler; Fred Yeiser; Forrest Davis; Dave Roberts
Education—Ann Russell
Farm—Dave Hess
Fashion—Mary Gorey
Food—Dorothea Hake
Garden—Dorothea Hake
Librarian—Roscoe Eads
Motion Picture-Theatrical—E. B. Radcliffe
Music—Arthur Darack
Personnel Manager—Malcolm E. Shaw
Photo. Dept. Mgr.—Herbert W. Heise
Picture Editor—Stan Kohn
Radio-Television—James Devane
Real Estate—Ralph Weiskittel
Travel—Dave Roberts
Society—Jane Finneran

CINCINNATI (Ohio), POST (e)
Split Run Advertising: Every other paper.
Run-of-Paper Color Advs.: 4 colors. Daily.
Annual Special Editions: Business Review (Jan. 1); Travel (May, Dec.); Fashions Beauty (Mar.); Boat (Mar.); Beautify Your Home (Mar.); Baseball (Apr.); Outdoor Living (May); Picnic (June); Christmas Gift (Dec.).
Print Own Magazine: Yes.
Radio Station Affiliation: WCPO-AM, FM
Television Station Affiliation: WCPO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Monte Wilhelm
Book—Dale Stevens
Business-Financial—James Johnson
Cartoonist—Clarence Wiese
Columnist—Alfred Segal
Credit Mgr.—Rob't B. Hyde
Editorial Writer—George Bidinger
Education—Betty Donovan
Farm—Ray Wilkerson
Fashion—Venita Kelly
Food—Fern Storer
Garden—Frances Dubois
Librarian—Elmer Geers
Motion Picture-Theatrical—Dale Stevens
Music—Eleanor Bell
Photo. Dept. Mgr.—Walter Kneal
Picture Editor—Jack Klumpe
Radio-Television—Mary Wood
Real Estate—William Hahnemann
Travel—John Bischoff

CINCINNATI (Ohio), TIMES-STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. 5 days.
Split Run Advertising: Geographically Kentucky Edition. Every-other Paper.
Special Editions: Progress Section (Jan.); Travel (Jan. & June); Home (May); Christmas Gifts (Dec.); Back to School (Aug.).
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WKRC-AM & FM.
Television Station Affiliation: WKRC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Henry Humphreys
Auto—Charles R. Bonner
Business-Financial—Bernard Boer
Cartoonists—George Bristol; Claude Shafer
Church—Paul Sullivan
Columnists—Nixson Denton; Joseph Sagmaster; George Stimson; Groverman Blake; Joseph Garretson; Joseph Kolling; Edward Chapin
Editorial Writers—Joseph Sagmaster; George Stimson; Groverman Blake; Nixson Denton; Sam Wilson
Education—Jo Kemp
Farm—Ellis Rawnsley
Fashion—Jean Dietrich
Food—Daisy Jones
Garden—Daisy Jones
Librarian—Norma Bunting
Motion Picture-Theatrical—Marvin Artn; Henry Humphreys
Music—Henry Humphreys
Photo. Dept. Mgr.—William Russell
Picture Editor—Joseph Dressman
Radio-Television—Charlton Wallace
Travel—Fred Burns
Society—Helen Light
Women's Dept.—Patricia Dunbar, (Director)

CIRCLEVILLE (Ohio), HERALD (e)
Run-of-Paper Color Advs: Black and 1 color
Special Editions: Cooking School (Feb.); Fair (Sept.); Pumpkin Show (Oct.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—James Shea

CLEVELAND (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Some medical.
Special Editions: Financial Review (Jan.); Home & Flower Show (Feb. or Mar.); Metropolitan Opera Section (Mar. or Apr.); Men's Spring Fashions (Mar. or Apr.); Educational Section (Aug.); Women's Fall Fashions (Sept.); Men's Fall Fashions (Sept.); National Home Week (Sept.); Christmas Gift Guide (Nov.); Christmas Book Section (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Food; Wed., Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alvin Rothenberg
Book—Frank O'Neill
Business-Financial—Jack Cleary
Cartoonist—John Hudson
Church—Elizabeth Birkley
Columnists—Howard Preston; Ed Bang; Ed McAuley; Sidney Andorn
Credit Manager—Clark Bole
Editorial Writers—Jack Kennon; Lawrence Levenberg; Paul Myhre
Education—May Price
Fashion—Eve Keleher
Food—Ruth Merriam Spaeth
Garden—Paul Young
Librarian—Rose Vormelker
Motion Picture-Theatrical—Arthur Spaeth
Music—Ethel Boros
Photo. Dept. Mgr.—Perry Cragg
Picture Editor—Charles Haughney
Radio-Television—Maurice Van Metre
Real Estate—Jay Taylor
Travel—Cornelia Curtiss
Society—Molly D. Samford

CLEVELAND (Ohio), PLAIN DEALER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Annual Special Editions: Business & Financial Review (Jan.); Midwinter Vacation Section (Jan.), (S); International Travel Section (Feb.), (S); Spring Vacation Section (Apr.), (S); Summer Vacation (June) (S); Winter Vacation Preview (Nov.), (S); Winter Vacation Section (Dec.), (S); Home & Flower Show Section (Mar.); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan
Food and/or Household Dept.: Daily and Sun. food column and household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Linge
Book—Robert I. Snajdr
Business-Financial—John E. Bryan
Cartoonist—Edward D. Kuekes
Church—Richard Wager
Columnists—P. W. Porter; William F. McDermott; Charles W. Lawrence; Claire MacMurray; Eleanor Clarage; Gordon Cobbledick
Credit Mgr.—Clark Bole
Editorial Writers—Ralph Donaldson; Spencer D. Irwin; Roelif A. Loveland; Peter B. Greenough; John F. Huth
Farm—Robert J. Drake
Fashion—Winifred Goodsell
Food—Helen Robertson
Garden—Besse Howells
Librarian—Rose L. Vormelker
Motion Picture-Theatrical—Ward Marsh; William F. McDermott
Music—Herbert Elwell
Photo. Dept. Mgr.—Edwin A. Vorpe
Picture Editor—Edwin T. Rice
Radio-Television—George E. Condon
Real Estate—Adin C. Rider
Travel—Louis E. Gale
Society—Louise Davis

CLEVELAND (Ohio), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Childrens Book Fair (Oct.); Financial Review (Jan.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food column.
Television Station Affiliation: WEWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Silver

(Continued on Page 216)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OHIO—Cont'd

(Continued from Page 215)

CLEVELAND (Ohio) PRESS—Cont'd

Aviation—Charles Tracy
Book—Emerson Price
Business-Financial—Robert Seltzer
Cartoonists—Willard Combes
Church—Frank Stewart
Credit Mgr.—Robert T. Holman
Columnists—John Love, Fred Sterbenz; David Dietz
Editorial Writers—Thomas Boardman; John Markham; Richard McLaughlin
Education—Noel Wicol
Fashion—Elizabeth Luft
Food—Florence LaGanke
Garden—Henry Pree
Librarian—Lawrence Schreiber
Motion Picture-Theatrical—Stanley Anderson
Music—Paul Mooney
Personnel Mgr.—Dan Ruthenberg
Photo. Dept. Mgr.—Glenn Zahn
Picture Editor—Kenneth Solt
Radio-Television—James Frankel
Real Estate—James Chandler
Society—Betty Wilk
Travel—Bill Hughes

COLUMBUS (Ohio), CITIZEN (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions: Travel (Apr.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Burden
Aviation—Harry Franken
Book—Jack Keller
Business-Financial—Ernest L. Arms
Cartoonist—Al Getchell
Church—Sharon Keaney
Columnists—Ben Hayes; Geo. Robey; Lew Byrer
Education—Charles Elia
Farm—Geo. Zeis
Fashion—Jane Kehrer
Food—Judy Coffman
Garden—Geo. Zeis
Librarian—Doris Brazil
Motion Picture-Theatrical—Norman Nadel
Photo. Dept. Mgr.—Dick Garrett
Radio-Television—Mrs. Jo Reed
Real Estate—Ernest L. Arms
Travel—Richard Tracy; Charles Morfit, Jr.
Society—Paul Swinehart

COLUMBUS (Ohio), DISPATCH (e) (S)
Run-of-Paper Color Advs.: Full color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Summer & Winter (Apr); Travel Numbers (June-Dec.-Jan); Cooking School (May); Home Builders (Apr).
Print Own Magazine: Yes.
Group Membership: Metropolitan; Locally Edited Group; Comic Metro.
Food and/or Household Dept.: Food Columns Thurs; Roto Sun. Household-daily & Sun.
Radio Station Affiliation: WBNS
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. English
Book—Ernest Cady
Business-Financial—Robert N. English
Cartoonists—Ray Evans; Eugene Craig
Church—Charlotta S. Becker
Columnists—Johnny Jones; William Zipf; Mardo Williams
Credit Manager—David N. Backus
Editorial Writers—Laurence R. Connor; Ernest A. Cady; Harold A. Stacy
Education—Mary McGarey
Farm—William Zipf
Fashion—June Wells Dill
Food—Barbara Myers
Garden—Harry M. Krumlauf
Librarian—Ray V. Blowers
Motion Picture-Theatrical—Samuel T. Wilson
Music—Samuel T. Wilson
Personnel Manager—F. D. Lunsford
Photo. Dept. Mgr.—Rodger L. Hamilton
Picture Editor—Walter J. Stahl
Radio-Television—Stoddard S. Raper
Real Estate—Richard P. Devine
Travel—Kenneth Hamrick
Society—Marilyn Beck

COLUMBUS (Ohio), OHIO STATE JOURNAL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending machines.
Special Editions: Progress (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. W. Carlisle
Aviation—Danny Flavin
Book—Harold W. Carlisle
Business-Financial—Justin Henley
Cartoonist—Bill Goodwin
Church—Phyllis Nash
Columnists—Clyde D. Moore; Fern Sharp; Don Mack; Joe Mills
Editorial Writers—Karl B. Pauly; Elmer Parkin; J. A. Meckstroth
Education—Daniel F. Flavin
Fashion—Mrs. Sarah L. Mills
Food—Mrs. Sarah L. Mills
Garden—Justin Henley
Motion Picture-Theatrical—Clyde D. Moore
Music—Clyde D. Moore
Photo. Dept. Mgr.—William Foley
Picture Editor—Charles M. Cummings
Radio-Television—Joe Mills
Real Estate—Justin Henley
Travel—Daniel Flavin
Society—Mrs. Sarah L. Mills.

COLUMBUS (Ohio), STAR (Sat)
Run-of-Paper Color Advs.: Up to 3 colors.
Saturday color comics carried.
Split Run Advertising: Every-other Paper
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John F. Phillips
Cartoonist—Louis Goodwin
Columnist—Paul Pry, Jr.
Motion Picture-Theatrical—Brock Jones
Radio-Television—Pauline Smith
Society—Pauline Smith

CONNEAUT (Ohio), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Special Editions: Easter; Christmas.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

COSHOCTON (Ohio), TRIBUNE (e) (S)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly
Radio Station Affiliation: WTNS.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Grier Coleman
Church—Helen Fallon
Columnists—Grier Coleman; Helen Fallon; Bob McCarty; R. B. Wallace
Editorial Writers—R. B. Wallace; Lester Boyd; W. C. Wallace.
Education—Lester Boyd
Fashion—Helen Fallon
Motion Picture-Theatrical—Grier Coleman
Photo. Dept. Mgr.—William Felver
Picture Editor—William Felver
Radio-Television—William Felver
Real Estate—Grier Coleman
Society—Helen Fallon

DAYTON (Ohio), JOURNAL-HERALD (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Brainard Platt
Aviation—James O'Connor
Book—Merab Eberle
Business-Financial—Brainard Platt; Billie Long
Church—Wm. Heck
Columnists—Dwight Young; Arthur Kany; Marj Heyduck; Brainard Platt; Clara Weisenborn; Merab Eberle
Credit Mgr.—Morris W. Coffman
Editorial Writer—Joseph Myers
Education—Joseph Myers
Farm—Marion Esterline
Fashion—Marj Heyduck
Food—Marj Heyduck
Garden—Clara Weisenborn
Librarian—Ethel Harper
Motion Picture-Theatrical—Arthur Kany
Music—Merab Eberle
Photo. Dept. Mgr.—Robert Doty
Radio-Television—Brainard Platt
Real Estate—Brainard Platt
Society—Marj Heyduck

DAYTON (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail order; vending machine subject to approval.
Special Editions: National Homes Week (Sept.); Travel-Vacation (May).
Print Own Magazine: Yes.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William L. Sanders
Aviation—Oliver Brown
Book—Walt McCaslin
Business-Financial—Eldon Fisher
Church—Jane Evinger
Columnists—Si Burick; Grover Mitchell; Mike Hennessy
Credit Manager—Morris W. Coffman
Editorial Writers—Francis P. Locke; Walter Rybeck; James Fain
Education—Jane Evinger
Farm—Jesse Garrison
Fashion—Diane Heckert
Food—Betty Dietz
Garden—Bess Hardy
Librarian—Jane McCarthy
Motion Picture-Theatrical—Grover Mitchell
Music—Betty A. Dietz
Photo. Dept. Mgr.—Homer Hacker
Radio-Television—Grover Mitchell
Real Estate—Eldon Fisher
Travel—Walt McCaslin
Society—Elizabeth Lyman

DEFIANCE (Ohio), CRESCENT-NEWS (e)
Advs. Not Accepted: Liquor
Annual Special Editions: Christmas (Nov.); Back to School (Aug.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Geltgey
Church—Willo Baringer
Editorial Writer—Homer Schutt
Fashion—Willo Baringer
Food—Willo Baringer
Picture Editor—Homer Schutt
Radio-Television—Jerry Redford
Society—Willo Baringer

DELAWARE (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: County Fair (Sept.); Christmas (Nov.); Auto Edition (Jan.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. C. Reed
Church—Barbara Selanders
Columnists—H. C. Reed; W. D. Thomson; H. C. Thomson
Editorial Writer—H. C. Reed
Education—K. C. Virtue
Farm—Virginia Cruikshank
Fashion—Elsie Leady
Photo. Dept. Mgr.—H. C. Reed
Picture Editor—H. C. Reed

EAST LIVERPOOL (Ohio), REVIEW (e)
Advs. Not Accepted: Liquor.
Special Editions: Building Edition (Apr.); Travel & Vacation Edition (May); Baby Edition (May); Back to School Edition (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur T. Thomas
Aviation—Arthur T. Thomas
Book—Arthur T. Thomas
Business-Financial—Paul Walton
Church—Howard J. Kaufman
Editorial Writer—Arthur T. Thomas
Education—Howard J. Kaufman
Farm—Glenn Waight
Fashion—Agnes Cleland
Food—Arthur T. Thomas
Garden—Robert Popp
Librarian—Agnes Cleland
Motion Picture-Theatrical—Arthur T. Thomas
Music—Agnes Cleland
Photo. Dept. Mgr.—Byron Eells
Picture Editor—Paul Walton
Radio-Television—Julius Cassels
Real Estate—Arthur T. Thomas
Travel—Arthur T. Thomas
Society—Agnes Cleland

EAST PALESTINE (Ohio), LEADER (e)
Advs. Not Accepted: Liquor.
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Margaret Ward
Business-Financial—Paul Merwin
Church—Paul Merwin
Editorial Writer—C. L. Merwin
Education—Paul Merwin
Farm—Paul Merwin
Fashion—Mrs. Margaret Ward
Food—Mrs. Margaret Ward
Garden—Paul Merwin
Librarian—Paul Merwin
Music—Paul Merwin
Society—Mrs. Margaret Ward

ELYRIA (Ohio), CHRONICLE-TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Saturday color comics carried.
Advs. Not Accepted: Help wanted, vending machine, liquor.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Miller
Aviation—Mike Rubin
Book—Winifred Fay
Business-Financial—Wm. Antill
Cartoonist—George Innes; Jim Rollbuhler
Church—Grace Tulk
Columnists—Russ Davies; Dorothy Funk; John Jackson; Betty Wells; Jules Wagman; Joe Cowden; Ted Wood; Don Miller
Credit Manager—Roy Reisiner
Editorial Writers—J. C. George; Otto Schoepfle
Education—Grace Tulk
Farm—Walter Godfrey
Fashion—Winifred Fay
Food—Betty Wells
Garden—Dorothy Funk
Librarian—Bobbie Oldenburg
Motion Picture-Theatrical—Dorothy Funk
Music—Grace Tulk
Personnel Manager—Russell Stokley
Photo. Dept. Mgr.—Joe Cowden
Picture Editor—Joe Cowden
Radio-Television—Dorothy Funk
Real Estate—Bill Antill
Society—Winifred Fay

FAIRBORN (Ohio), HERALD (e)
Advs. Not Accepted: Liquor; beer
Special Editions: Christmas (Dec.); Graduation (May); Auto (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.

FINDLAY (Ohio), REPUBLICAN-COURIER (m)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs.Not Accepted: Alcoholic beverages; mail order
Special Editions: Cooking School (Apr.); Back-to-school (Aug.); Spring fashion (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFIN, WFIN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin L. Heminger
Aviation—Edwin L. Heminger
Book—Albert S. Bryan
Business-Financial—R. L. Heminger
Church—Richard Fenlon
Columnist—Margaret Dennis
Editorial Writer—R. L. Heminger
Education—Margaret Dennis
Farm—John Hutson
Fashion—Lorraine Henry
Food—Lorraine Henry
Garden—Lorraine Henry
Librarian—Lucille Brown
Music—Allen Dudley
Photo. Dept. Mgr.—Robert Crawford
Picture Editor—Albert Bryan
Radio-Television—Allen Dudley
Real Estate—Edwin L. Heminger
Travel—Edwin L. Heminger
Society—Lorraine Henry

FOSTORIA (Ohio), REVIEW-TIMES (e)
Special Editions: Cooking School (Oct.); Back to School (Aug.); Christmas (Dec.); Spring Fashion (Mar.).
No Editions; Christmas; New Years; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept.: Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Edmond M. Hopkins
Book—Robert H. Manecke
Business-Financial—V. E. Switzer
Church—Howard Wyatt
Columnist—Constance Rice
Editorial Writer—V. E. Switzer
Education—V. E. Switzer
Farm—Harry Stoneberger
Food—Marguerite Hopkins
Librarian—Josephine Wilcox
Music—Constance Rice
Photo. Dept. Mgr.—James Huth
Picture Editor—V. E. Switzer
Radio-Television—Howard Wyatt
Travel—E. M. Hopkins
Society—Carolyn Bower

FREMONT (Ohio), NEWS-MESSENGER (e)
Advs. Not Accepted: Mail Order
Special Editions: Automobile (Jan.); Cooking School (Sept.)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Ohio Select List
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Glen Geib
Farm—Otto Smith
Personnel Manager—D. F. Daubel
Photo. Dept. Mgr.—Robert Gebauer
Society—Ilene Rock

GALION (Ohio), INQUIRER (e)
Advs. Not Accepted: Liquor, vending machines.
Annual Special Editions: Pre-Easter (Mar.); Pre-Vacation (Apr.); Pre-School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Walter S. Goshorn
Credit Manager—Kathryn Gerster
Editorial Writer—Walter S. Goshorn
Music—Mrs. Ethel Dye
Personnel Mgr.—W. S. Goshorn
Photo. Dept. Mgr.—Robert G. Dever
Radio-Television—Mrs. Leona Gillette
Society—Mrs. Ethel Dye

GALLIPOLIS (Ohio), TRIBUNE (e ex. Sat.)
Special Editions: Spring Fashion (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dwight C. Wetherholt
Church—Brian McNamara
Columnists—Harry Hurn; Brian McNamara; Dwight C. Wetherholt
Editorial Writer—Brian McNamara
Education—D. C. Wetherholt
Fashion—Anna M. Campbell
Librarian—D. C. Wetherholt
Photo. Dept. Mgr.—Donald E. Wright
Society—Anna M. Campbell

GENEVA (Ohio), FREE PRESS (e)
Special Editions: Greetings (Dec.).
No Editions: New Years; Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA-AM & FM.
Television Station Affiliation: WICA-TV.

GREENFIELD (Ohio), TIMES (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—G. P. Shrock
Editorial Writer—G. P. Shrock
Society—Virginia Griesheimer

GREENVILLE (Ohio), ADVOCATE (e)
Special Editions: Dollar Day (Feb. & Aug.); Greenville Day (Sept.).
No Editions: Christmas; New Years; July 4th; Labor Day; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. A. Browne III
Aviation—Wm. A. Browne III
Book—Frances Smith
Business-Financial—Wm. A. Browne III
Cartoonist—Walter E. Browne, Jr.
Church—Wm. A. Browne III
Editorial Writer—David J. Deardourff
Education—Walter E. Browne, Jr.
Farm—Wm. A. Browne III
Fashion—Frances Smith
Food—Kenyon Harris
Garden—Frances Smith
Librarian—David J. Deardourff
Motion Picture-Theatrical—Walter E. Browne, Jr.
Music—Frances Smith
Photo. Dept. Mgr.—Walter E. Browne, Jr.
Picture Editor—David J. Deardourff
Radio-Television—Walter E. Browne, Jr.
Real Estate—Wm. A. Browne III
Travel—Walter E. Browne, Jr.
Society—Frances Smith

HAMILTON (Ohio), JOURNAL-NEWS (e)
Split Run Advertising: Every-other Paper.
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Donald E. Stuckey
Fashion—Hilda Fontaine
Photo. Dept. Mgr.—R. A. Connelly

IRONTON (Ohio), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Sunday color comics carried.
Advs. Not Accepted: Most mail order.
Special Editions: Appliance Editions; Home Editions.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. J. McCarthy
Aviation—Jay Brushart
Book—Josephine MacAdam
Business-Financial—C. J. McCarthy
Church—Marguerite Layne
Columnists—C. J. McCarthy; Don Mayne; Marguerite Layne; Jo MacAdam
Editorial Writer—Don Mayne
Education—C. J. McCarthy
Farm—Jack Dennin
Fashion—Josephine MacAdam
Food—Marguerite Layne
Motion Picture-Theatrical—Marguerite Layne
Music—Josephine MacAdam
Photo. Dept. Mgr.—Wyatt Thomas
Picture Editor—Don Mayne
Radio-Television—Marguerite Layne
Real Estate—Don Mayne
Society—Josephine MacAdam

KENTON (Ohio), TIMES (e)
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Area Editor—Thad Gardner
Auto—Paul Thomas
Aviation—Paul Thomas
Book—Tom Cooper
Business-Financial—Tom Cooper
Church—Tom Cooper
Editorial Writers—Tom Cooper; C. E. Flanagan
Education—Paul Thomas
Farm—Thad Gardner
Fashion—Eleanor Pyle
Food—Eleanor Pyle
Garden—Eleanor Pyle
Librarian—Paul Thomas

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KENTON (Ohio) TIMES—Cont'd

Motion Picture-Theatrical—Tom Cooper
Music—Tom Cooper
Photo. Dept. Mgr.—James Stephey
Picture Editor—Tom Cooper
Radio-Television—Paul Thomas
Real Estate—Tom Cooper
Travel—Paul Thomas
Society—Eleanor Pyle

LANCASTER (Ohio) EAGLE-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Fair (County) (Oct.); Christmas (Dec.); Back To School (Aug.).
No Editions: Christmas; New Year's Day; Memorial Day; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Floyd Wolfe
Church—H. Perrin Hazelton; Ruth Fuller
Editorial Writer—H. Perrin Hazelton
Farm—Ruth Fuller
Fashion—Juanita Grant
Food—H. Perrin Hazelton
Motion Picture-Theatrical—H. Perrin Hazelton
Photo. Dept. Mgr.—Duke Ellis
Picture Editor—H. Perrin Hazelton
Society—Juanita Grant

LIMA (Ohio), CITIZEN (e)
Run-of-Paper Color Advs.: 1 color. Daily.
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Joe Connor
Church—Joyce Link
Editorial Writer—Robert C. Barton
Education—Phyllis Wentz
Farm—Gene Perine
Fashion—Jeanette Stolzenbach
Music—Phyllis Wentz
Picture Editor—Hope Strong
Radio-Television—Hope Strong
Society—Jeanette Stolzenbach

LIMA (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Any day.
Advs. Not Accepted: Mail order requesting cash.
Syndicated Magazine Section Carried: Family Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—F. H. Cooey
Society—Helen Stoll

LISBON (Ohio), EVENING JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. A. Frew

LORAIN (Ohio), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. 1 and 2 colors any day, 3 colors 5 day leeway.
Sunday color comics carried.
Special Editions: New Year Business Appraisal (Jan.); Automobile Show (Jan.); Spring Fashion (Feb.); Men's Wear (Mar.); Good Housekeeping Week (April); Father's Day Edition (June); Cooking School (June); Outdoor Living (June); Baby Edition (July); Fall Fashion (Aug.); Back to School (Aug.); National Home Week (Sept.); Home Fashions (Sept.); Christmas Gift Edition (Thanksgiving Day); Year End Business Review (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Wednesday & Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Douglas Kneeland
Aviation—Douglas Kneeland
Book—Malcolm D. Hartley
Business-Financial—Douglas Kneeland
Church—Jean Weaver
Editorial Writer—Malcolm D. Hartley
Education—Jean Weaver
Farm—William Gagnon
Fashion—Lu Ella Kepler
Food—Lu Ella Kepler
Garden—William Gagnon
Motion Picture-Theatrical—Robert Desrosiers
Music—Jean Weaver
Photo. Dept. Mgr.—Edward Nemecek
Picture Editor—Edward Nemecek
Radio-Television—Robert Desrosiers
Real Estate—Robert Desrosiers
Travel—Douglas Kneeland
Society—Lu Ella Kepler

MANSFIELD (Ohio), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Special Editions: New Years (Jan.); Spring Fashion (Feb.); Men's Wear (Mar.); Father's Day Edition (June); Picnic Section (June); Baby Edition (June); Fall Fashion (Aug.); Back to School (Aug.); Natl Home Week (Sept.); Fall Sports Kickoff (Sept.); Club Women (Oct.); Cooking School (Oct.); Christmas (Nov.); Home & Garden (S) (Mar.); Vacation Sec (S) (May); Cap & Gown (S) (May).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Tharp
Aviation—Donn Gaynor
Book—D. K. Woodman
Business-Financial—D. K. Woodman (e); Frank Horward (S)
Church—Virginia Lee
Columnists—Gaylord Hake; Ellen Bromfield Geld; V. A. Stanfield; Geo. Constable; Fred Tharp
Editorial Writers—D. K. Woodman; V. A. Stanfield
Education—Marguerite Miller
Farm—V. A. Stanfield
Fashion—Velita Kinney
Food—Velita Kinney (e); Diane Kent (S)
Garden—V. A. Stanfield
Librarian—Emily Pirrgo
Motion Picture-Theatrical—John Domer
Music—Robert Besch
Photo. Dept. Mgr.—Clarence Corny
Picture Editor—Gaylord Hake
Radio-Television—Donn Gaynor
Real Estate—Frank Horward
Travel—George Constable
Society—Velita Kinney

MARIETTA (Ohio), TIMES (e)
Special Editions: April Follies (April); Dollar Day (July); Bargain Days (Sept.); Christmas Opening (Nov.)
No Editions: Memorial Day; Labor Day; July 4th; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ted Bauer
Book—E. D. Southwick
Business-Financial—R. I. Beagle
Church—R. I. Beagle
Credit Manager—Wm. E. McKinney
Editorial Writers—F. B. McKinney; E. D. Southwick
Education—R. I. Beagle
Farm—Andrew Elliott
Motion Picture-Theatrical—Ted Bauer
Music—Betty McKinney
Personnel Manager—Wm. E. McKinney
Photo. Dept. Mgr.—Ted J. Strickland
Picture Editor—R. I. Beagle
Radio-Television—Andrew Elliott
Society—Marjorie Stephens

MARION (Ohio), STAR (e)
Run-of-Paper Color Advs.: 1 color. Accepted daily (subject to size of paper).
Advs. Not Accepted: Mail Order; Vending Machine.
Special Editions: Home Show (May); Father's Day (June); Back to School (Aug.); Christmas Gift Section (Nov.); Annual Bldg. (Mar.); Auto Show (Nov.); County Fair Tabloid (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Charles L. Martin
Church—Elaine Ballinger
Editorial Writer—John A. Maxwell, Jr.
Education—June Roseberry
Farm—Allan Bovey
Food—Frances Bomberger
Garden—William S. Vance
Librarian—Patricia A. Dugan
Motion Picture-Theatrical—Patricia A. Dugan
Music—June Roseberry
Photo. Dept. Mgr.—William Diem
Radio-Television—Frances Bomberger
Real Estate—William S. Vance
Society—Frances E. Bomberger

MARTINS FERRY (Ohio), TIMES-LEADER (e)
Run-of-Paper Color Advs.: Up to 1 color.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. E. Grace Coleman
Columnists—Robert Fordyce; Bill Van Horne; Clyde Mackey; Jim Mountain; Bill McNell
Credit Mgr.—D. Morton
Food—Ruth Westlake
Music—Doris C. Morton
Radio-Television—E. Grace Coleman
Society—Ruth Westlake

MASSILLON (Ohio), INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fred J. Becker
Society—Marie Kreiger

MIDDLETOWN (Ohio), JOURNAL (e); NEWS JOURNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs. and Sunday.
Sunday color comics carried.
Advs. Not Accepted: Retail competitive to local merchants.
Special Editions: Builders Sect. (Mar.), Christmas Sect. (S) (Nov.); Year End (Dec.).
No Editions: July 4th: Christmas.
Food and/or Household Dept.: Daily & Sun. Food column.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Day
Aviation—Jim Mills
Book—Jody Terney
Business-Financial—Ed Edmiston
Church—Becky DeVette
Columnists—Dave Regan; Alice Lawler
Credit Mgr.—William Hill
Editorial Writer—Dave Regan
Education—Jody Terney
Farm—Max Sommers
Fashion—Alice Lawler
Food—Alice Lawler
Garden—Paul Day
Motion Picture-Theatrical—Bob Carrier
Music—Nellie Evans
Personnel Manager—Knight Goodman
Photo. Dept. Mgr.—William Weith
Picture Editor—William Weith
Radio-Television—Bob Carrier
Society—Nellie Evans

MOUNT VERNON (Ohio), NEWS (e)
Advs. Not Accepted: Liquor; vending machines
No Editions: New Years; July 4th; Memorial Day; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil Shipley
Aviation—Virgil Shipley
Book—Fred Lorey
Business-Financial—Fred Lorey
Church—Fred Lorey
Columnists—Hal Clawson; Spiv Harris
Editorial Writers—Justin Devalon
Education—Paul Slaughter
Farm—Hal Clawson
Fashion—Josephine Lee
Food—Josephine Lee
Garden—Josephine Lee
Librarian—Josephine Lee
Motion Picture-Theatrical—Josephine Lee
Music—Fred Lorey
Photo. Dept. Mgr.—Virgil Shipley
Picture Editor—Fred Lorey
Radio-Television—Virgil Shipley
Real Estate—Fred Lorey
Travel—Fred Lorey
Society—Josephine Lee

NEWARK (Ohio), ADVOCATE AND AMERICAN TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Bargain Days (Jan. & July); Christmas (Nov.).
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WCLT-AM and FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathleen Brown
Columnists—Paul W. Reed
Editorial Writers—Frank W. Spencer, Jr.; F. W. Spencer
Farm—Ed. Withers
Fashion—Hazel Kirk
Food—Hazel Kirk
Librarian—Irene Cosgrove
Motion Picture Theatrical—Hazel Kirk
Photo. Dept. Mgr.—Don Matthews
Radio-Television—Don Smith
Society—Hazel Kirk

NEW PHILADELPHIA (Ohio), TIMES (e)
Run-of-Paper Color Advs.: 1 color and black.
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

NILES (Ohio), TIMES (e)
Special Editions: Christmas Eve (Dec.); Graduation (June).
No Editions: Christmas; New Year's Day; Thanksgiving; Labor Day; July 4th; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. Thorpe
Book—Rosemary L. Wick
Columnists—Walt Wick; M. Wick
Editorial Writers—J. L. Wick; M. Wick; Walter M. Wick
Personnel Manager—Milton Wick
Radio-Television—Agnes Lopata
Society—Bessie Biddle

NORWALK (Ohio), REFLECTOR-HERALD (e)
No Editions: New Years; July 4th; Christmas; Memorial Day; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. E. White
Church—Mrs. Jean Abbott
Columnists—J. H. Williams, Dudley A. White, Jr.
Editorial Writer—Dudley A. White
Society—Mrs. Jean Abbott

PAINESVILLE (Ohio), TELEGRAPH (e)
Run-of-Paper Color Advs.: 3 colors. One-week notice, 2 days leeway required, but will publish day specified if possible.
Saturday color comics carried.
Special Editions: Dollar Day (Feb.); Spring Fashion (Mar.); Boating (June); Dollar Day, Back to School (Aug.); Fair (Sept.); Santa Claus Lane (Nov.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

PIQUA (Ohio), CALL (e)
Split Run Advertising: Geographically Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: 4-H (Mar.); Thanksgiving (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food copy daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murray
Aviation—Joe Klasman
Book—Lola Hill
Business-Financial—F. R. Myers
Church—Paul Murray
Columnists—Lola Hill, Tom Barnett
Editorial Writers—F. R. Myers; Paul Murray
Education—Paul Murray
Farm—Ken Shofstall
Fashion—Lola Hill
Food—Lola Hill
Garden—Paul Murray
Librarian—Ella Purdy
Motion Picture-Theatrical—Ella Purdy
Music—Lola Hill
Picture Editor—Paul Murray
Radio-Television—Ella Purdy
Real Estate—Joe Klasman
Travel—Paul Murray
Society—Lola Hill

POMEROY (Ohio), SENTINEL (e)
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Reynold Greene; Eleanor Schaaf; Blanche Haskins
Editorial Writers—Reynold Greene; Richard Owen; Chester Tannehill

PORT CLINTON (Ohio), NEWS (e)
Annual Special Edition: Fair Edition (Oct.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. W. Reider
Cartoonist—R. W. Reider
Church—Juel Reed Cover
Columnists—Juel Reed Cover; R. W. Reider
Editorial Writers—Juel Reed Cover; Robert W. Reider
Farm—R. W. Reider
Motion Picture-Theatrical—R. W. Reider
Society—R. W. Reider

PORTSMOUTH (Ohio), TIMES (e)
Run-of-Paper Color Advs; 1 color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Annual Special Editions: National Home Week (Sept.); Home Show (Mar.); Gift Section (Nov.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Raymond R. Steineck
Society—Miriam Gee

RAVENNA - KENT (Ohio), RECORD-COURIER-TRIBUNE (e)
Advs. Not Accepted: Vending Machine Adv.
Annual Special Editions: Snowfall Contest Edition (Oct.); Do It Yourself (Mar. & Sept.)
No Editions: Thanksgiving; New Years; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Long
Aviation—Mrs. Helen Dix
Business-Financial—Robert C. Dix
Church—Lyla Roberts
Columnists—Loris Troyer; Angelo Sicuro; Robert C. Dix
Editorial Writers—C. M. Knapp; Angelo Sicuro; Robert C. Dix
Farm—Ruth Fairchild
Fashion—Katheryn Stump
Food—Katheryn Stump
Garden—Ralph May
Motion Picture-Theatrical—Josephine Sicuro
Photo. Dept. Mgr.—Ruth Fairchild
Picture Editor—Ruth Fairchild
Radio-Television—Josephine Sicuro
Real Estate—George Litun
Society—Katheryn Stump; Lyla Roberts

SANDUSKY (Ohio), REGISTER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Fashion (Easter & Fall); Farm (In Spring); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sanford Bittner
Business-Financial—Mel Harmon
Credit Manager—Edward Seymour
Farm—H. L. Brady
Fashion—Dorothy R. Asher
Personnel Manager—E. G. Heiberger
Society—Dorothy R. Asher

SHELBY (Ohio), GLOBE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

SIDNEY (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: Financial (Jan.); Cooking School (Feb.); Baby Week (Apr.); Clean Up, Paint Up, Fix Up (May); School Opening (Aug.); Vacation (June); Fair (July).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marion Russell
Building—Myra Stickler
Business-Financial—Oliver Amos
Church—Marilyn Huffman
Farm—Russell McCormick
Fashion—Mildred Cronley
Food—Marilyn Huffman
Radio-Television—Marion Russell
Society—Mildred Cronley

SPRINGFIELD (Ohio), SUN (m); NEWS (e); NEWS-SUN (S)
Run-of-Paper Color Advs.: 3 colors. Optional date required as Press capacity controls.
Sunday color comics carried.
Special Editions: Spring Fashion Section (Mar.); Home and Auto Show Section (Apr.); Clean Up-Paint Up-Fix Up Section (Apr.); National Baby Week Section (Apr.); Father's Day Section (June); Food and Garden Section (June); Clark County Fair Section (Aug.); Back-to-School Section (Aug.); National Home Week (Sept.); Fall Fashion Section (Sept.); Christmas Gift Section (Dec.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHIO.
Television Station Affiliation: WHIO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Managing Editor.

STEUBENVILLE (Ohio), HERALD-STAR (e)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jim O'Leary; John Kirker
Editorial Writer—W. J. Michl
Education—James Joyce
Farm—Louis Blay
Food—Louis Blay
Librarian—James Brown
Photo. Dept. Mgr.—Paul Rhodes
Picture Editor—W. J. Michl
Radio-Television—W. J. Michl

TIFFIN (Ohio), ADVERTISER-TRIBUNE (e)
Special Editions: Community Days (Feb., May, Aug., Dec.); Spring Fashion Edition (prior to Easter); Christmas Edition (week before Thanksgiving).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Tom Scheiber
Columnists—John H. Thompson; John Van Camp
Credit Manager—David O. Hesson
Editorial Writer—John H. Thompson
Personnel Manager—Ivan R. Hesson

TOLEDO (Ohio), TIMES (m); BLADE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Home Furnishings (Mar., Oct.); Sports and Travel (Feb., Mar.); Flower & Garden Show (Mar.); (S) Farms and Agriculture (Feb.); Home Furnishings (Roto) (Mar.); Spring Fashions (Roto) (Mar.)
Home Appliances (June); Back-To-School Fashions (Roto) (Aug.); Cook Book (Sept.); Fall Fashions (Roto) (Sept.); National Home Week (Sept.); Year-End Review (Dec.).
No Morning Editions: New Years; July 4th, Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Gravure Magazine Group (S)
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Luther Harshman (m); Roscoe D. Treier (e) (S)
Aviation—Elsie McKay Cram (e) (S)
Book—Harry R. Roberts (e) (S)
Business-Financial—Luther Harshman (m); Roscoe D. Treier (e) (S); Howard Youngs (e) (S)
Church—Helen Murphy (e); Lester F. Heins (e) (S)
Columnists—Tom Bolger (m); Ruth Elgutter (m); Fred L. Mollenkopf (e) (S); Don Wolfe (e) (S); Mitch Woodbury (e) (S)
Credit Mgr.—George A. Steger
Editorial Writers—George Benson (m); Kent Meader (m); Michael Bradshaw (e) (S); Willis Harrison (e) (S); Blair Bolles (e) (S)
Farm—James H. Metcalf (e) (S)
Fashion—Alice Holly Barr (m)
Food—Mary Alice (e) (S)
Garden—Leaman Faris (e) (S)
Librarian—Helen Orcutt (e) (S)
Motion Picture-Theatrical—Ruth Elgutter (m); Ray Oviatt (e) (S)
Music—Frederick J. Kountz (m)
Photo. Dept. Mgr.—Thomas O'Reilly (e) (S)
Picture Editor—Anthony M. Nassr (m); Lewis M. Schwab (e) (S)
Radio-Television—Ray Oviatt (e) (S)

(Continued on Page 218)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OHIO—Cont'd

(Continued from Page 217)

TOLEDO (Ohio) TIMES & BLADE—Cont'd

Real Estate—Lewis M. Little (m); Leaman Faris (e) (S)
Travel—Norman Dresser (e) (S)
Society—Alice Holly Barr (m); Terry Roloff (e) (S)

TROY (Ohio), NEWS (e)
Special Editions: County Fair (Aug.)
No Editions: New Years; Decoration Day; July 4th; Labor Day
FOOD and/or HOUSEHOLD DEPT:
Weekly Food and Household Section with columns, menus, and pix—Thurs., Farm Page (Tues.); Builders' Page (Wed.).

UHRICHSVILLE (Ohio), CHRONICLE (e)
Special Editions: National Clay Week (Aug.).
No Editions: New Years; Christmas, July 4th; Memorial Day; Labor Day; Thanksgiving.

UPPER SANDUSKY (Ohio), CHIEF-UNION (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Value Days (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Shirley Constien
Editorial Writers—L. M. Newcomer; Paul P. Creger
Society—Shirley Constien

URBANA (Ohio), CITIZEN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H Algire
Book—H. Algire
Church—Kay Ross
Editorial Writer—Clarence J. Brown, Jr.
Education—Kay Ross
Farm—John Nichols
Fashion—Kay Ross
Society—Kay Ross

VAN WERT (Ohio), TIMES-BULLETIN (e)
Split Run Advertising: Geographically. Thurs. or Fri. Every-other Paper. Thurs. or Fri.
Advs. Not Accepted: Liquor. mail order.
Special Editions: Farm (Apr.); County Fair (Sept.); Home Show (Apr.).
No Editions: New Years, Memorial Day, Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Hippensteele
Business-Financial—Ford G. Owens
Church—Lloyd Hippensteele
Columnist—Lloyd Hippensteele
Editorial Writer—Ford G. Owens
Farm—Ray Miller
Fashion—Laura Germann
Food—Laura Germann
Garden—H. E. Agler
Librarian—Shirley Linser
Photo. Dept. Mgr.—Ray Miller
Picture Editor—Ray Miller
Radio-Television—Lloyd Hippensteele
Real Estate—Ford G. Owens
Society—Laura Germann

WAPAKONETA (Ohio), NEWS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Walter Summers
Church—Walter Summers
Editorial Writer—Walter Summers
Farm—Thelma Quast
Fashion—Hazel Brown
Food—Violet Dill
Music—Walter Summers
Radio-Television—Walter Summers

WARREN (Ohio), TRIBUNE-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Mail order copy, vending machine adv.
No Editions: Memorial Day, July 4th, Labor Day, Thanksgiving; Christmas.
Radio Station Affiliation: WHHH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Brown
Business-Financial—Richard Ellers
Columnist—Jack Darrow
Credit Mgr.—Bertha Stephens
Education—Martha Ellers
Farm—Helen Hey
Food—James F. Brown
Garden—Jack Darrow
Motion Picture-Theatrical—Jack Darrow
Music—Jack Darrow
Photo. Dept. Mgr.—Robert Semple
Picture Editor—Kenneth Mills
Radio-Television—Grace Strass
Real Estate—Jack Darrow
Society—Miriam Hawkins

WASHINGTON COURTHOUSE (Ohio), RECORD-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically.
Special Editions: Dollar Days (Feb.) (June) (Aug); Graduation (May); Fair Edition (July); Back to School (Aug.), Christmas Greetings (Dec.).
No Editions: Christmas, July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Paul F. Rodenfels
Editorial Writer—Forest F. Tipton
Education—Howard S. Harper
Farm—B. E. Kelley
Librarian—June Ramey
Photo. Dept. Mgr.—R. S. Rochester
Society—Mary Longberry

WELLSTON (Ohio), SENTINEL (e)
Special Editions: Dollar Days (Apr., Nov., Jul.).
No Editions: Christmas, Thanksgiving; New Years; July 4th; Labor Day; Memorial Day.
Syndicated Magazine Section Carried: Rural Gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Weber
Aviation—Gordon Morrow
Book—John L. Weber
Business-Financial—Gordon Morrow
Church—Gordon Morrow
Columnists—Gordon Morrow; John Weber
Editorial Writers—Gordon Morrow; John L. Weber
Education—Gordon Morrow
Farm—Gordon Morrow
Fashion—Ada Merle Wortman
Food—Ada Merle Wortman
Garden—Ada Merle Wortman
Librarian—Ada Merle Wortman
Motion Picture-Theatrical—John L. Weber
Music—Gordon Morrow
Photo. Dept. Mgr.—Gordon Morrow
Picture Editor—Gordon Morrow
Radio-Television—John L. Weber
Real Estate—Gordon Morrow
Travel—Gordon Morrow
Society—Ada Merle Wortman

WILLOUGHBY (Ohio), NEWS-HERALD (e)
Saturday color comics carried.
No Editions: New Years, Memorial Day; July 4th; Labor Day, Thanksgiving, Christmas.
Food and/or Household Dept.: Daily food and household pages Thurs.; TV Magazine: Tabloid Sat.; Home & Real Estate Section: Tabloid Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. Rowland Macha
Church—Harriet Haine
Columnist—James Collins
Editorial Writer—Richard Palmer
Fashion—Mrs. Harriet Haine
Food—Mrs. Harriet Haine
Garden—Roger Kincaid
Motion Picture-Theatrical—Miss Gretchen Koenitzer
Music—Mrs. Harriet Haine
Photo. Dept. Mgr.—Albert Lebowitz
Picture Editor—Burt Nelson
Radio-Television—Gretchen Koenitzer
Real Estate—James Collins
Society—Mrs. Harriet Haine

WILMINGTON (Ohio), NEWS-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Fair (Aug.), Christmas (Dec.).
No Editions: July 4th, Labor Day; Christmas, New Years; Decoration; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Hunter
Business-Financial—Nelle M. Mills
Church—Mrs. Louis Lieurance
Editorial Writer—Tom Hunter
Fashion—Katherine McCoy
Food—Mrs. Robert Bicker
Radio-Television—Lucille Lieurance
Society—Katherine McCoy

XENIA (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: Beautify Your Home (Apr.); Outdoor Living (June); Back to School (Aug.); Christmas Giving (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. L. R. Kidd
Columnists—Suphia Day; R. A. Higgins
Librarian—Delores Pummell
Personnel Mgr.—Jack D. Jordan
Society—Shirley D. Harper

YOUNGSTOWN (Ohio), VINDICATOR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. Must be cleared with publisher.
Sunday color comics carried.
Split Run Advertising: Every-other Paper: 1000 Line Minimum.
Advs. Not Accepted: Mail order except garden and books.
Annual Special Editions: Home Section (Mar. or Apr.); Men's Fashions (Mar. or Apr.); Appliance Section (June); National Home Week (Sept.); Women's Fall Fashion (Sept.); Year-End Review (Dec. or Jan.).
Syndicated Magazine Section Carried: "Parade."
Radio Station Affiliation: WFMJ.
Television Station Affiliation: WFMJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Bolander
Aviation—George R. Reiss
Book—Fred Friedman
Business-Financial—Philip Tear
Church—Glenn Hartman
Columnist—Esther Hamilton
Credit Mgr.—G. A. Houck
Editorial Writers—Frank J. Wise; Russel B. Harris
Education—Esther Hamilton
Fashion—Ella Maag
Food—Esther Hamilton; Ella Maag
Garden—Fred Friedman
Motion Picture-Theatrical—Fred Childress
Music—L. R. Boals
Photo. Dept. Mgr.—Lloyd Jones
Political Editor—Clingan Jackson
Picture Editor—William F. Maag Jr.
Radio-Television—Adrian Slifka
Real Estate—George R. Reiss
Travel—Fred Friedman
Society—Ella Maag

ZANESVILLE (Ohio), TIMES RECORDER (m); SIGNAL (e); TIMES-SIGNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
No Editions: Labor Day, Christmas
Syndicated Magazine Section Carried: Family Weekly Magazine.
Food and/or Household Dept.: Food & Household features daily.
Radio Station Affiliation: WHIZ (AM).
Television Station Affiliation: WHIZ-TV and WTAP, Parkersburg, W.Va.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gail Ardrey (m) (e) (S)
Book—W. O. Littick (m) (e) (S)
Business-Financial—W. O. Littick (m) (e) (S)
Church—Virginia Shafer (m) (e); Eleanor Harsch (S)
Columnists—Bud Harsh (S); Newell Harvey (e); Alan Gonder (e); Fred Fogarty (e) (S)
Credit Mgr.—W. O. Littick
Editorial Writers—Fred Fogar (m); Alan Gonder (e); Bud Harsh (S)
Farm—Roger Connor (m)
Fashion—Virginia Shafer (m) (e); Eleanor Harsch (S)
Food—Virginia Shafer (m) (e); Eleanor Harsch (S)
Garden—W. O. Littick (m) (e) (S)
Librarian—Norris Schneider (m) (e) (S)
Motion Picture-Theatrical—Stewart Worstall (m) (e) (S)
Music—Virginia Shafer (m) (e); Eleanor Harsch (S)
Personnel Mgr.—W. O. Littick
Photo. Dept. Mgr.—Newell Harvey (m) (e) (S)
Picture Editor—Newell Harvey (m) (e) (S)
Radio-Television—Virginia Reynolds (m) (e) (S)
Real Estate—Stewart Worstall (m) (e) (S)
Travel—W. O. Littick (m) (e) (S)
Society—Virginia Shafer (m) (e); Eleanor Harsch (S)

OKLAHOMA

ADA (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Advs: Not Accepted: Liquor.
No Editions: Christmas, Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William D. Little, Jr.
Aviation—George Gurley
Book—George Gurley
Business-Financial—W. D. Little
Church—Roy S. McKeown
Editorial Writers—W. D. Little, William D. Little, Jr.
Education—Roy S. McKeown
Farm—W. L. Knickmeyer
Fashion—Wenonah Rutherford
Food—Wenonah Rutherford
Garden—Wenonah Rutherford
Librarian—William D. Little, Jr
Motion Picture-Theatrical—George Gurley
Music—Roy S. McKeown
Photo. Dept. Mgr.—George Gurley
Picture Editor—George Gurley
Real Estate—William D. Little, Jr.
Travel—Mary Little Gurley
Society—Wenonah Rutherford

ALTUS (Okla.), TIMES-DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: 2 colors.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KWHW
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Callaway Buckley
Photo. Dept. Mgr.—Paul Flippin

ALVA (Okla.), REVIEW-COURIER (e ex. Sat) (S)
Special Editions: Graduation (May); Homecoming (Oct.); Back to School (S) (Aug.); County Fair (S) (Sept.); Fat Stock Show (S) (Feb.)
No Editions: New Years; July 4th; Labor Day; Memorial Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. Schwartz
Business-Financial—A. M. Delaney
Church—Juanita Brewer
Columnists—Brooks Bicknell; E. M. Barker
Credit Mgr.—A. M. Delaney
Editorial Writer—Brooks Bicknell
Education—Joy Clark
Farm—Joy Clark
Fashion—Marie Hansen
Food—Marie Hansen
Garden—Marie Hansen
Librarian—Marlene Craft
Music—Brooks Bicknell
Photo. Dept. Mgr.—A. M. Delaney
Travel—Jim Williams
Society—Marie Hansen

ANADARKO (Okla.), NEWS (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: American Indian Exposition (Aug.); Christmas Greetings (Dec.)
No Editions: Christmas; July 4th; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wallace Kidd
Columnist—Wallace Kidd
Editorial Writers—Wallace Kidd; Joe W. McBride
Food—Dorothy Kidd
Society—Dorothy Kidd

ARDMORE (Okla.), ARDMOREITE (e ex. Sat) (S)
Run-of-Paper Color Advs: 1 color. Sun.; Mon.; Fri.
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KVSO.
Television Station Affiliation: KVSO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Doyle May
Society—Joanne Steward

BARTLESVILLE (Okla.), EXAMINER (m ex Mon); ENTERPRISE (e ex Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Sunday color comics carried.
Special Editions: Christmas (Dec.); Fall Fashion (Sept.); Spring Fashion.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. Shugars
Book—J. L. Jennings
Business-Financial—J. L. Jennings
Church—Meda Smith
Columnist—J. L. Jennings
Credit Mgr.—Don Marts
Editorial Writer—J. L. Jennings
Fashion—Meda Smith
Food—Vivian Morgan
Music—Meda Smith
Photo. Dept. Mgr.—Delbert Shugars
Picture Editor—Delbert Shugars
Society—Neda Smith

BLACKWELL (Okla.), JOURNAL-TRIBUNE (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: School (May); Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mamie Womack
Credit Mgr.—Helen Honick
Personnel Mgr.—G. E. Jennings
Photo. Dept. Mgr.—Warren Bickford, II

CHICKASHA (Okla.), EXPRESS (e ex. Sat) (S)
Sunday color comics carried.
Special Editions: Progress (Jan.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Lines

CLAREMORE (Okla.), PROGRESS (e ex. Sat. & Mon. (S)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Stock Show (Mar.); Graduation (May); Rodeo (July); County Fair (Sept.); Will Rogers (Nov.).
No Editions: Christmas; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ed. Livermore

CLINTON (Okla.), NEWS (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions. Christmas; New Years, July 4; Labor Day; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Chas. E. Engleman

CUSHING (Okla.), CITIZEN (e ex Sat.) (S)
Sunday color comics carried.
Special Editions: Friendship (May); Pioneer (Sept.); Fashion Spring & Autumn (Sept. & Apr.); Christmas Opening with Santa Claus Parade (Nov.).
No Editions: July 4th; (unless on Sat); Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Betty Wilson
Aviation—Jim Campbell
Book—Mrs. O. H. Lachenmeyer
Business-Financial—H. M. Lachenmeyer
Cartoonist—Jim Campbell
Church—Marge Wallin
Columnists—H. M. Lachenmeyer; R. B. Allen, Jr.; Jim Campbell
Credit Manager—Mrs. Lavina Houston
Editorial Writers—R. B. Allen, Jr.; Jake Wieland
Education—Mrs. R. B. Allen, Jr.
Farm—R. B. Allen, Jr.
Fashion—Marge Wallin
Food—Mrs. Marge Wallin
Photo. Dept. Mgr.—A. Hinkle
Real Estate—Doretta Powers

DUNCAN (Okla.), BANNER (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily, 3 colors Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec. 24).
No Editions: July 4th; Christmas; Sunday and Thursday publish regardless of holiday.
Syndicate Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—L. M. Buben; Tommie Ellis; Bill Lambert
Editorial Writer—B. L. Abernathy
Society—Grace Damon

DURANT (Okla.), DEMOCRAT (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Hard liquor.
Special Editions: Christmas (Dec.); Graduation (May); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food department. Thursdays.
Radio Station Affiliation: KSEO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Stilwell
Business-Financial—Chas. Ward
Church—R. F. Story
Editorial Writers—Chas. L. Ward; Wesley Dickey; Robt. H. Peterson
Farm—Wesley Dickey
Fashion—Pauline Tabor
Food—Pauline Tabor
Photo. Dept. Mgr.—Bob C. Story
Picture Editor—Robt. H. Peterson
Radio-Television—Robt. H. Peterson
Society—Pauline Tabor

EL RENO (Okla.), TRIBUNE (e ex. Sat.) (S)
Advs. Not Accepted: Liquor except 3.2 beer.
No Editions: Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ray J. Dyer
Farm—J. M. Rogers
Photo. Dept. Mgr.—H. L. Schroeder
Society—Mildred Coker

ENID (Okla.), EAGLE (e); NEWS (m ex. Mon) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—George Storm; C. E. Bachelor
Church—David Tull
Credit Mgr.—Elgin E. Freeman
Editorial Writers—Milton B. Garber; Waldo G. Clegg; Clint Miller
Education—David Tull
Farm—Clint Miller; A. J. Strauss
Fashion—Cecile Ford
Food—Eguella Whitfield
Librarian—Wilma Franklin
Motion Picture-Theatrical—J. Allan Thomas
Photo. Dept. Mgr.—William Sheets
Picture Editor—William Sheets
Radio-Television—A. J. Strauss
Real Estate—David Tull
Society—Cecile Ford

FREDERICK (Okla.), LEADER (e)
Special Editions: Christmas Annual (Dec.); Junior Livestock Show (Mar.); Back-to-School (Aug.); Graduation (May).
No Editions: Christmas.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Cull
Aviation—Bob Cull
Church—Gertrude Perkins
Credit Manager—Bob Hull
Editorial Writer—Bob Cull
Fashion—Lynda Cottrell
Motion Picture-Theatrical—Gloria Wright
Personnel Manager—Bob Hull
Photo. Dept. Mgr.—Gertrude Perkins
Picture Editor—Bob Cull
Radio-Television—Gertrude Perkins
Society—Gertrude Perkins

GUTHRIE (Okla.), LEADER (e)
Sunday color comics carried.
Advs. Not Accepted: Liquor; mail order.
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ridgeway Zelley

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

GUTHRIE (Okla.) LEADER—Cont'd

Columnist—Ridgeway Zelley
Food—Ridgeway Zelley
Society—Bette Ellen Smith

GUYMON (Okla.), HERALD (e ex. Mon & Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Pioneer Day (May); Texas-Co and Pan-Handle District Fair (Sept); Dollar Day (S).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Amon McKay
Aviation—Mike Belanger
Book—Vera Northrup
Business-Financial—R. H. Fields
Church—Dottie Stoner
Columnist—R. H. Fields
Editorial Writers—R. H. Fields; Amon McKay
Education—Mrs. R. H. Fields
Farm—Emmitt Hughey
Fashion—Mae Moreland
Food—Donald Allison
Garden—Lou Higgins
Librarian—Art Wohgemuth
Motion Picture-Theatrical—Dottie Stoner
Music—Mildred Fields
Photo. Dept. Mgr.—Amon McKay
Picture Editor—Amon McKay
Real Estate—Vera Northrup
Travel—Vera Northrup
Society—M. F. Fields

HENRYETTA (Okla.), FREE-LANCE (e ex. Sat.) (S)
Sunday color comics carried.
Special Editions: Cooking School (Apr.); Labor Day (Sept.); Christmas Greeting (Dec.); Graduation (S) (May); Back to School (S) (Aug.); Spring Fashion (S) (Mar.); Home Recipe (Jan.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leland Gourley
Business-Financial—Leland Gourley
Church—Peggy Smith
Columnists—J. Leland Gourley; Bill Tharp
Editorial Writer—J. Leland Gourley; Bill Tharp
Education—Leland Gourley
Farm—Bill Tharp
Fashion—Peggy Smith
Food—Billie Joe Gourley
Motion Picture-Theatrical—B. J. Gourley
Picture Editor—B. J. Gourley
Travel—Billie Jo Gourley
Society—Peggy Smith

HOLDENVILLE (Okla.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Back-to-School (Aug.); Christmas (Dec.); Graduation (May).
No Editions: Christmas, Thanksgiving; Labor Day; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Lyndell N. Williams; James R. Swoboda (e) (S)
Farm—James R. Swoboda (e) (S)
Society—Sue Cook (e) (S)

HUGO (Okla.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Circus (May); REA (Sept.); Christmas Greeting (Dec.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.; Household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jack Stamper; Gene Nesbit
Editorial Writer—Jack Stamper
Food—Marie Stamper
Society—Edna Arnett

LAWTON (Okla.), PRESS (m ex. Mon); CONSTITUTION (e ex. Sat); CONSTITUTION-PRESS (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Food and/or Household Dept: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. R. Rice
Book—W. R. Rice
Photo. Dept. Mgr.—Bill Dixon
Society—Lucile Potter

McALESTER (Okla.), NEWS-CAPITAL (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Year's; July 4th; Labor Day, Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Grace C. Manos
Editorial Writer—William E. Folsom, Jr.
Society—Maysel Jones

MIAMI (Okla.), NEWS-RECORD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily and Sunday.
Advs. Not Accepted: Liquor and rackets
Special Editions: (e) Spring Fashion (Mar.); Easter (Apr.); Fall Fashion (Oct.); Christmas (Nov.); (S) Fair Edition (Sept.); Christmas Greetings (Dec.); Dollar Day, First Mon. of every mo.
No Editions: (e) Christmas
Group Membership: (e) (S) Bureau of Adv.; SNPA; Oklahoma Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—C. M. Holden
Credit Mgr.—John Worley
Society—Mrs. Vera Russell

MUSKOGEE (Okla.), PHOENIX (m); TIMES-DEMOCRAT (e); PHOENIX & TIMES-DEMOCRAT (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Oklahoma Free State Fair (Sept.).
Radio Station Affiliation: KBIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John L. Stone
Book—Tom B. Root
Business-Financial—Arlo Wagner
Church—Owen Nickels
Columnists—John Lewis Stone; Warren Weakland; Leo Thoroughman
Editorial Writers—Tams Bixby, Jr.; John L. Stone
Education—Tom B. Root
Farm—Vernon Kouts
Fashion—LaRue B. Stone; Nellie F. Harris
Food—LaRue B. Stone; Nellie F. Harris
Librarian—Beth Stone
Music—Tom B. Root
Photo. Dept. Mgr.—John L. Stone
Picture Editor—John L. Stone
Radio-Television—Harvey Marsh
Real Estate—Arlo Wagner
Society—LaRue B. Stone; Nellie F. Harris

NORMAN (Okla.), TRANSCRIPT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; out of town retail.
Special Editions: Progress Edition (Sept.); Back-to-School (Aug.).
No Editions: Christmas; New Year; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Don R. Frensley

NOWATA (Okla.), DAILY STAR (e)
Advs. Not Accepted: Liquor only.
Special Editions: Oil Progress Ed. (Oct.); Graduation Ed. (May); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Clarice Sorey

OKLAHOMA CITY (Okla.), TIMES (e); OKLAHOMAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Print Own Magazine: Yes
Food and/or Household Dept: Daily & Sun.
Radio Station Affiliation: WKY.
Television Station Affiliation: WKY-TV, WSFA-TV and WTVT.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Mark Sarchet
Book—Edith Copeland (m) (S)
Business-Financial—Willis Baker
Cartoonist—James Lange (m) (S)
Church—Mary Jo Nelson
Columnists—Edith Johnson (m) (S); Elmer Peterson (m) (S); R. G. Miller (e)
Credit Mgr.—Henry G. Baker
Editorial Writers—Luther Harrison (m); Elmer Peterson (m) (e) (S); R. G. Miller (m) (e) (S); Ralph Lee (m) (e) (S)
Fashion—Ivy Coffey
Food—Mercedes Wheeler (m)
Garden—Lona Eaton Miller (m)
Librarian—Edna Fletcher (m) (e) (S)
Music—Aline Treanor
Personnel Mgr.—Tenal S. Cooley, Jr.
Photo. Dept. Mgr.—Al McLaughlin (m) (e) (S)
Society—Margaret Harrison

OKMULGEE (Okla.), TIMES (m ex. Mon) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun. back & front section.
Sunday color comics carried.
Special Editions: Christmas (Dec.); School (Aug.); Oil Progress (Oct.).
Radio Station Affiliation: KHBG.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Helen Moreland
Aviation—Morton Scott
Book—J. Mansfield
Business-Financial—Donn Dodd
Church—Helen Moreland
Columnist—Donn Dodd
Editorial Writer—Joehugh Mansfield
Education—Helen Moreland
Fashion—Helen Moreland
Food—Kay Chandler
Librarian—Kay Chandler
Motion Picture-Theatrical—Donn Dodd
Music—Helen Moreland
Photo. Dept. Mgr.—Wilbur Wiggs
Picture Editor—Wilbur Wiggs
Radio-Television—Donn Dodd
Real Estate—Donn Dodd
Travel—Wilbur Wiggs
Society—Helen Moreland

PAULS VALLEY (Okla.), DEMOCRAT (e ex. Sat.) (S)
Annual Special Editions: Oil Progress (Oct.); Alfalfa Days Mdse. Prom. (Sept.); Spring Opening (Mar.); Fall Opening (Sept.); Christmas Edition (Dec.); Fair Edition (Aug.); Back to School (Aug.); Christmas Opening (Nov.)
Food and/or Household Dept.: Food Edition Every Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joy Clark
Columnist—Ed Burchfiel
Credit Manager—Ken Reid
Editorial Writer—Ken Reid
Fashion—Joy Clark
Personnel Manager—Ken Reid
Photo. Dept. Mgr.—Ken Reid
Society—Patricia Engle

PAWHUSKA (Okla.), JOURNAL-CAPITAL (e ex. Sat & Mon) (S)
Advs. Not Accepted: Liquor.
Special Editions: Cattle (June); Inter. Cavalcade (July); Back to School (Aug.); Free Fair (Sept.); Oil Progress Week (Oct.); Graduation (May).
No Editions: New Years; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Glen VanDyke
Editorial Writer—Frank L. Spencer
Photo. Dept. Mgr.—Frank Spencer
Picture Editor—Frank Spencer
Society—Mabel Smith

PERRY (Okla.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor; wine.
Special Editions: High School Band. (Mar.); Annual Hereford Cattle (Dec.); High School Grad. (May); Cherokee Strip (Sept.); Christmas Greetings (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Milo W. Watson
Church—George Ann Elliott
Editorial Writer—Fred Beers
Farm—Gene Taylor
Fashion—George Ann Elliott
Music—Milo W. Watson
Picture Editor—Gene Taylor

PONCA CITY (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sat.
Sunday color comics carried.
Advs. Not Accepted: Liquor; wine.
Special Editions: Back-to-School (Aug.); Oil Progress (Oct.); Christmas Gift Edition (Nov.); Baby Edition (Feb.); Spring Fashions (S) (Mar.); Home & Garden (Bldrs) (Apr.); Vacation (S) (June); Recipes (Feb.)
Radio Station Affiliation: WBBZ.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Clyde E. Muchmore
Photo. Dept. Mgr.—Gareth B. Muchmore
Society—Bonnie Hasz

PRYOR (Okla.), TIMES (e ex. Sun.)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor if violating state laws.
Special Editions: Christmas (Dec.); Graduation (May); Home Demonstration (May).

SAPULPA (Okla.), HERALD (e) (S)
Advs. Not Accepted: Intoxicating liquors.
Special Editions: Christmas (Dec.).
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: "You," on Sunday. 2 colors - bi-monthly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. R. Matthews
Aviation—C. R. Matthews
Book—R. P. Matthews
Business-Financial—R. P. Matthews
Church—Mrs. Chris Johnson
Columnist—R. P. Matthews
Editorial Writers—R. P. Matthews
Education—Mrs. R. P. Matthews
Fashion—Faye Dunlap
Food—Faye Dunlap
Garden—Faye Dunlap
Librarian—Faye Dunlap
Music—Faye Dunlap
Photo. Dept. Mgr.—C. R. Matthews
Picture Editor—C. R. Matthews
Society—Faye Dunlap

SAYRE (Okla.), HEADLIGHT-JOURNAL (e)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Veterans Day; Labor Day.

SEMINOLE (Okla.), PRODUCER (e) (S)
Advs. Not Accepted: Whiskey.
Special Editions: Christmas Greeting (Dec.), Christmas Shopping (late Nov.), Back-to-School (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Recipes and household hints carried rop Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex Adwan
Aviation—Alex Adwan
Book—Lissa Bush
Business-Financial—Al Givens
Church—Lissa Bush
Columnist—Milt Phillips
Credit Mgr.—Fay Canthrin
Editorial Writer—Milt Phillips
Education—Alex Adwan
Farm—Alex Adwan
Fashion—Lissa Bush
Food—Lissa Bush
Garden—Lissa Bush
Librarian—Lissa Bush
Motion Picture-Theatrical—Lissa Bush
Music—Lissa Bush
Photo. Dept. Mgr.—Al Givens
Picture Editor—Al Givens
Radio-Television—Al Givens
Real Estate—Alex Adwan
Travel—Lissa Bush
Society—Lissa Bush

SHAWNEE (Okla.), NEWS-STAR (m ex. Mon) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Farm (Mar.); Christmas Greetings (Dec.).
Radio Station Affiliation: KGFF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maurice Moore
Church—Kay Thompson
Columnists—N. B. Musselman; Jack Spencer
Editorial Writers—N. B. Musselman; Jack Spencer
Farm—Jim Bradshaw
Fashion—Ruth Warren
Photo. Dept. Mgr.—Jack Reese
Picture Editor—Jack Reese
Radio-Television—Jack Reese
Society—Ruth Warren

STILLWATER (Okla.), NEWS-PRESS (e ex. Sat) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor
Radio Station Affiliation: KSPI and KSPI-FM.

TULSA (Okla.), TRIBUNE (e); WORLD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Vacation - magazine (May), Christmas (Dec.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Friday (m); Thursday (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Clayton (m) (S); Ed Spilman (e)
Aviation—Frank Leslie (m) (S); Mendota Kegonsa; Sam Downing (e)
Book—LaVere Anderson (m) (S)
Business-Financial—John Clayton (m) (S)
Cartoonist—Clarence Allen (m) (e) (S)
Church—Ken Neal (m) (S); Ernie Keen (e)
Columnists—Troy Gordon (m) (S); Roger Devlin (e)
Credit Mgr.—R. R. Rhine
Editorials Writers—N. G. Henthorne, Jr. (m) (S); Walter Biscup (m) (S); Richard Lloyd Jones (e); Jenkin L. Jones (e); Victor Barnett (e); Roger Devlin (e)
Education—Frank Leslie (m) (S)
Farm—Jack Putman (m) (S)
Fashion—Virginia Morris (m) (S); Cathryn McCune (e)
Food—Florence Rheam (m) (S); Cathryn McCune (e)
Garden—Lula Egan Quinlan (m) (S); Gretchen Haralson (e)
Librarian—Jean Macklin (m) (e) (S)
Motion Picture-Theatrical—Russell Gideon (m) (S); Jim Downing (e)
Music—Maurice DeVinna (m) (S)
Oil—Marion R. Cracraft (e); Riley Wilson (m) (S)
Photo. Dept. Mgr.—LeRoy Randall (m) (S); Royce Craig (e)
Radio-Television—Russell Gideon (m) (S); Jim Downing (e)
Real Estate—John Clayton (m) (S); Bob Foresman (e)
Travel—Russell Gideon (m) (S)
Society—Virginia Morris (m) (S); Cathryn McCune (e)

VINITA (Okla.), JOURNAL (e)
Advs. Not Accepted: Liquor
Special Editions: Rodeo (Aug.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—O. B. Campbell, Sam Love.
Editorial Writer—O. B. Campbell
Motion Picture-Theatrical—Sam Love
Photo. Dept. Mgr.—Sam Love
Society—Mrs. Dan Moore

WEWOKA (Okla.), TIMES (e) (S)
Special Editions: Back-to-School (Aug.) (S); Oil Progress (Oct.) (S);
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.

WOODWARD (Okla.), PRESS (e)
Special Editions: Rodeo Edition (Sept.); Anniversary (Jan.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. G. C. Lawrence

OREGON

ALBANY (Ore.), DEMOCRAT-HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors and black.
Special Editions: Spring Opening (Mar.); Timber Carnival (July); Back to School (Aug.); Fall Opening (Sept.).
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Lee
Aviation—W. C. Eakin
Book—Charles D. Alexander
Editorial Writers—W. C. Eakin; Elmo Smith; Dave Averill
Education—W. C. Eakin
Farm—Eldon Shafer
Fashion—Bess Martin
Food—Bess Martin
Garden—Eldon Shafer
Librarian—Ianthe Smith
Music—Ianthe Smith
Photo. Dept. Mgr.—Merrill Jones
Picture Editor—Morrie Sanderson
Radio-Television—Dusty Plog
Travel—Elmo Smith
Society—Ianthe Smith

ASHLAND (Ore.), TIDINGS (e)
Special Editions: Back to School (Aug.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Graham Dean
Business-Financial—Graham Dean
Church—Marge O'Harra
Farm—Wm. Henley, Jr.
Food—Faith McCullough
Librarian—Marge O'Harra
Picture Editor—Wm. Henley, Jr.
Radio-Television—Marge O'Harra
Society—Faith McCullough

ASTORIA (Ore.), ASTORIAN-BUDGET (e)
Color Advs.: 2 colors. Daily.
Radio Station Affiliation: KAST
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Sally the Salmon
Columnists—Harold Haynes; John Verschueren
Credit Manager—O. M. Olsen
Editorial Writers—Fred Andrus
Photo. Dept. Mgr.—Don Church
Society—Philippa Seabrook

BEND (Ore.), BULLETIN (e)
Special Editions: Fair Edition (Aug.)
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. W. Chandler
Business-Financial—R. W. Chandler
Church—Ila Grant
Editorial Writers—R. W. Chandler; P. F. Brogan
Fashion—Ila Grant
Society—Ila Grant

COOS BAY-NORTH BEND (Ore.), WORLD (e)
Run-of-Paper Color Advs.: 3 colors. Daily except Sunday.
Advs. Not Accepted: Vending machine copy.
Special Editions: Spring Style (Mar.); Home Improvement (Apr.); Dairy (June); Back to School (Aug.); Home Furnishings (Sept.); Do It Yourself (Oct.); Gift Layaway (Nov.); Home Appliances (Dec.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: KOOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Bultmann
Book—Walter J. Coover
Business-Financial—Walter J. Coover
Church—Walter J. Coover
Editorial Writers—Sheldon F. Sackett; Forest Amsden
Food—Mrs. Helen Johnson
Music—Walter J. Coover
Photo. Dept. Mgr.—C. E. Wells
Picture Editor—C. E. Wells
Radio-Television—James Hetzer
Travel—Richard Kelly
Society—Mrs. Helen Johnson

CORVALLIS (Ore.), GAZETTE-TIMES (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Sept.); Fall Opening (Sept.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Decoration Day.
Food and/or Household Dept: Daily household tips & Food features, Thursdays.

(Continued on Page 220)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OREGON Cont'd

(Continued from Page 219)

CORVALLIS (Ore.) GAZETTE-TIMES—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Lowe
Aviation—D. M. Thomas
Book—Cliff Kuhlman
Business-Financial—Bruce K. Myers
Church—Bruce K. Myers
Columnists—Bruce Myers; Cliff Kuhlman; Jackie McKenzie; Mike Bradley; Jack Richard
Editorial Writers—Robert Ingalls; Mike Bradley; Bruce Myers
Education—Bruce Myers
Farm—Cliff Kuhlman
Fashion—Jackie McKenzie
Food—Jackie McKenzie
Garden—Cliff Kuhlman
Librarian—Proof Reader
Motion Picture-Theatrical—Bruce Myers
Music—Phil Harmonic
Photo. Dept. Mgr.—Marvin Niccum
Picture Editor—Bruce Myers
Real Estate—Don Thomas
Travel—Mike Bradley
Society—Jackie McKenzie

EUGENE (Ore.), REGISTER-GUARD (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Sunday color comics carried.
Radio Station Affiliation: KERG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Don Brown (e) (S)
Church—Joane Braunbernes (e) (S)
Credit Mgr.—Melvin J. Phelps
Editorial Writers—Alton F. Baker, Jr.; Robert B. Frazier (e) (S); Herbert C. Baker
Fashion—Kay Lundeen (e) (S)
Food—Kay Lundeen (e) (S)
Librarian—Margaret Benston (e) (S)
Society—Ann Connell (e) (S)

GRANTS PASS (Ore.), COURIER (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Memorial Day, Veterans' Day; Labor Day, Christmas.
Radio Station Affiliation: KUIN & KGPO-FM.
Television Station Affiliation: KBES-TV; KPIC-TV; & KOTI-TV

KLAMATH FALLS (Ore.), HERALD & NEWS (e ex. Sat. & Sun.(
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sunday.
Sunday color comics carried.
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: KFLW.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Lou Hoselton
Editorial Writers—Frank Jenkins; Bill Jenkins; Floyd Wynne
Farm—Bill Decker
Food—Florence Jenkins
Photo. Dept. Mgr.—Don Kettler
Society—Millie Ramsby

LA GRANDE (Ore.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Eastern Ore. Livestock (June); Elgin Stampede (July); Union County Fair (Sept.); Fall Fashion (Sept.); Christmas Greeting (Dec. 24.).
No Editions: Christmas; July 4th; Labor Day.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Steve Loy
Book—Ray C. Anderson
Business-Financial—Steve Loy
Church—Maxine Nurmi
Columnist—Steve Loy
Editorial Writer—Ray C. Anderson
Education—Steve Loy
Farm—Steve Loy
Fashion—Maxine Nurmi
Food—Maxine Nurmi
Garden—Maxine Nurmi
Librarian—Robt. Buchanan
Motion Picture-Theatrical—Steve Loy
Music—George Challis
Photo. Dept. Mgr.—Steve Loy
Picture Editor—Steve Loy
Travel—Steve Loy
Society—Maxine Nurmi

McMINNVILLE (Ore.), NEWS-REGISTER (e)
Special Editions: Dairy Month (June); Christmas (Nov.); Turkey (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th.
Radio Station Affiliation: KMCM.

MEDFORD (Ore.), MAIL TRIBUNE (e ex. Sat.) (S)
Special Editions: Spring Fashions (Mar.); Fall Fashions (Sept.); Christmas Shopping (Nov.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept: Thurs. & Fri.
Radio Station Affiliation: KYJC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Grey
Book—Eric Allen, Jr.
Business-Financial—Eric Allen, Jr.
Church—Miss Peggyann Hutchinson
Credit Mgr.—Alto M. Lindsey
Editorial Writers—Robert W. Ruhl; Eric Allen, Jr.
Food—Herb Grey
Garden—Herb Grey
Motion Picture-Theatrical—Herb Grey
Music—Mrs. Olive Starcher
Personnel Mgr.—Gerald T. Latham
Society—Mrs. Olive Starcher

OREGON CITY (Ore.), ENTERPRISE-COURIER (m ex. Mon. & Sat.)
Daily & Sunday color comics carried.
Special Editions: Farm Edition (Mar.); Back to School (Aug.); County Fair (Aug.); Christmas (Dec.); Auto Show.
No Editions: Christmas; New Years; Memorial Day; Labor Day; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Sanderson
Aviation—Bill Sanderson
Book—Martin Clark
Business-Financial—William Sanderson
Church—Frances Tenney
Columnists & Editorial Writers—David Dullea; Don Christensen; Frances Tenney; Bob Gaittens; William Sanderson; Bob Kyle
Education—Frances Tenney
Farm—Bob Kyle
Fashion—Gerry Pearson
Food—Gerry Pearson
Garden—William Sanderson
Librarian—Frances Tenney
Photo. Dept. Mgr.—David Dullea
Picture Editor—David Dullea
Radio-Television—David Dullea
Real Estate—William Sanderson
Society—Gerry Pearson

PENDLETON (Ore.), EAST OREGONIAN (e)
Special Editions: County Fair (Aug.); Round-up (Sept.); Spr. & Fall Fashions (Mar. & Oct.).
No Editions: July 4th; Christmas.
Food and/or Household Dept: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Nolan Skiff
Church—Bill Thompson
Editorial Writer—J. W. Forrester, Jr.
Farm—Jim Eardley
Fashion—Candy Johnson
Food—Dorys Crow
Motion Picture-Theatrical—Bill Thompson
Picture Editor—Bill Thompson
Society—Candy Johnson

PORTLAND (Ore.), OREGONIAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper ex. Fri. & Sun.
Advs. Not Accepted: (S) Liquor.
Syndicated Magazine Section Carried: American Weekly; Parade.
Group Membership: Puck Comics.
Food and/or Household Dept.: Hostess House.
Television Station Affiliation: KOIN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Denny
Aviation—Leverett Richards
Book—John Armstrong
Business-Financial—Frank Barton
Cartoonist—Arthur Bimrose
Church—William Hilliard
Columnist—Francis Murphy
Credit Mgr.—Robert Woodruff
Editorial Writers—Herbert Lundy; Malcolm Bauer; Jalmar Johnson; Albert L. McCready
Education—Wilma Morrison
Farm—Ted Wagoner
Fashion—Jane Allen
Food—Nancy Morris
Garden—Ted Wagoner
Librarian—Amanda Marion
Motion Picture-Theatrical—Herbert Larson
Music—Hilmar Grondahl
Personnel Mgr.—J. R. Somerville
Photo. Dept. Mgr.—Ernest Richardson
Picture Editor—Edw. M. Miller
Radio-Television—Francis Murphy
Real Estate—John Denny
Travel—Phyllis Lauritz
Society—Gwladys Bowen

PORTLAND (Ore.), OREGON JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black daily and Sun. (except Sat.).
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: (S) Liquor.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Comics, Pacific Sunday Magazine Group, "Buy Lines" by Nancy Sasser.
Food and/or Household Dept: Mary Cullen Home Economics Dept.
Radio Station Affiliation: KPOJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest Peterson
Aviation—Rolla J. Crick
Book—Ed O'Meara
Business-Financial—Lamar Newkirk
Cartoonist—Carl Bonelli
Church—Ernest Peterson
Columnist—Richard Fagan
Credit Mgr.—Francis T. Moon
Editorial Writers—Roy Beadle; Doug McKean; Richard Fagan; Harold Axford
Education—James Irvine
Farm—Robert Holley
Fashion—Carol Adams
Food—Catherine Laughton
Garden—Carl Maskey
Librarian—Lillie Stricker
Motion Picture-Theatrical—Arnold Marks
Music—Martin Clark
Personnel Manager—James Brattain
Photo. Dept. Mgr.—Les Ordeman
Picture Editor—George Diel
Radio-Television—William Moyes
Real Estate—Lamar Newkirk
Travel—Ed O'Meara

ROSEBURG (Ore.), NEWS-REVIEW (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Vending machine; mail order.
Special Editions: Fair Edition (Late August); Back-to-School (Early August); Christmas (Late November).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Castillo
Aviation—George Castillo
Book—Shirley Stone
Business-Financial—Addye Wright
Church—Shirley Stone
Editorial Writer—Charles V. Stanton
Education—Shirley Stone
Farm—Shirley Stone
Fashion—Lotus Knight Porter
Food—Connie Baker
Garden—Shirley Stone
Motion Picture-Theatrical—Lotus Knight Porter
Music—Lotus Knight Porter
Photo. Dept. Mgr.—Paul Jenkins
Picture Editor—George Castillo
Radio-Television—George Castillo
Real Estate—George Castillo
Travel—Charles Grell
Society—Lotus Knight Porter

SALEM (Ore.), OREGON STATESMAN (m) (S); CAPITAL JOURNAL (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; Wine.
Special Editions: Fall Fashions; Back-to-School (Sept.); Spring Fashions (Mar.); Family Weekly (S).
Food and/or Household Dept.: Food Section, Thurs. (e); Fri. (m); TV Section Sun. (m), Sat. (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Van Eisenhut (m) (S); Fred Zimmerman (e) (J)
Columnists—Conrad Prange; Charles Ireland; Vic Fryer (e)
Credit Manager—Leo Graber
Editorial Writers—Charles A. Sprague; Wendell Webb (m); James Welch; George Putnam (e)
Farm—Lillie Madsen (m); Douglas Seymour (e)
Fashion—Jeryme English
Food—Maxine Buren (m) (S); Marian Fischer (e)
Garden—Lillie Madsen (m); Margaret Magee (e)
Librarian—Florence Bell
Music—Maxine Buren
Photo. Dept. Mgr.—Ben Maxwell (e)
Picture Editor—John Ericksen (m); Jerry Claussen (e)
Society—Maxine Buren (m) (S); Marian Fischer (e) (J)

THE DALLES (Ore.), CHRONICLE (e ex. Sun.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred C. Heldt
Aviation—H. E. Philby
Book—J. J. Weeks
Business-Financial—J. J. Weeks
Church—Frank Carruth
Columnist—J. J. Weeks
Editorial Writer—L. G. Miller
Education—J. J. Weeks
Fashion—Jane Miller
Food—Jane Miller
Garden—Jane Miller
Motion Picture-Theatrical—Jane Miller
Music—Jane Miller
Photo. Dept. Mgr.—L. L. Foster
Picture Editor—J. J. Weeks
Radio-Television—J. J. Weeks
Real Estate—Marlyn Carlson
Travel—Jane Miller
Society—Jane Miller

PENNSYLVANIA

ALLENTOWN (Pa.), CALL (m); CHRONICLE (e); CALL-CHRONICLE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday; Sunday.
Sunday color comics carried.
Special Editions: Progress (Jan. 1); Building (Apr.); Graduation (May); Back-to-School (Aug.); Allentown Fair (Sept.); Fashion (Mar. & Sept.); Building (Apr. & Sept.); Cook Book (Sept.); Christmas (Nov.).
No Editions: New Years a.m.; Memorial Day; Independence Day; Labor Day; Thanksgiving p.m.; Christmas.
Food and/or Household Dept.: Daily & Sun. Food & Household Columns.
Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Steacy (m) (S); Floyd Stickle (e)
Aviation—Wallace Stefany (m) (S)
Book—John A. Baker (m) (S);
Business-Financial—George Nehrbas (m); Floyd A. Stickle (e); John Steacy (S)
Cartoonist—William Tamblyn (m) (e) (S)
Church—John Phillips (m) (e) (S)
Columnists—Charles W. Ettinger (m); A. L. Hacker (m); Nelson Weiser (e); Brittain Roth (e); W. D. Reimert (e); John Y. Kohl (m) (S)
Editorial Writers—Percy B. Ruhe (m); William D. Reimert (e); Nelson Weiser (e); John Y. Kohl (m) (S)
Education—Philip Storch (m); Ralph Rosenberger (e); John Steacy (S)
Farm—A. L. Hacker (m) (S)
Fashion—Frances Weishampel (m); La Rhue Gery (e); Doris Leete (S)
Food—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)
Garden—Benjamin Ruhe (m) (S); Floyd Stickle (e)
Librarian—Ira Peters (m) (e) (S)
Motion Picture-Theatrical—John Y. Kohl (m) (S); La Ruhe Gery (e)
Music—Frances Weishampel (m); Albert Hoffaman (e)
Photo. Dept. Mgr.—Frank Marsteller (m) (e) (S)
Picture Editor—Frank Marsteller (m) (e) (S)
Radio-Television—Arthur Gerhart (m) (e) (S)
Real Estate—John Y. Kohl (m) (S)
Society—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)

ALTOONA (Pa.), MIRROR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herman S. Reifsnyder
Columnists—Mrs. Pat Hinton; Grace Ebright
Credit Mgr.—Carl A. Barger
Editorial Writers—J. E. Holtzinger; H. S. Reifsnyder; Philip Fair; J. E. Benney
Education—Gerald Mays
Farm—J. E. Holtzinger
Fashion—Rita Armenis
Librarian—Esther Barnes
Motion Picture-Theatrical—Mrs. Pat Hinton
Music—Mrs. Pat Hinton
Radio-Television—Mrs. Pat Hinton

ALTOONA (Pa.), TRIBUNE (m)
No Editions: On day following New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Special Sections: Spotlight on Youth. (A Weekly Tabloid for Young People.) Published every Monday. Weekly Radio-Tv Guide (Sat.); Auto Show (Feb.); Home Improvement Show (Apr.); Altoona May Days (May); Back-to-School (Aug.); Fall Fashions (Sept.); Christmas (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Katherine Kelly
Librarian—Gladys Mahon
Radio-Television—Leo M. Carroll
Society—Mrs. Katherine Kelly
Spotlight on Youth—Don D'Elia

AMBRIDGE (Pa.), CITIZEN (e ex. Sat)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Special Editions: Industrial Edition (Jan.); High School Graduates (May); Christmas (Dec.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Group Membership: WPHD.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Adam Wolicki
Business-Financial—Arthur Thompson
Cartoonist—John Shevchik
Church—Caryl McNees
Columnists—Adam Wolicki; Arthur Thompson
Editorial Writer—Arthur Thompson
Fashion—Caryl McNees
Food—J. Robert Gover
Librarian—Christean Gwynn
Photo. Dept. Mgr.—Robert L. Wallace
Radio-Television— Christean Gwynn
Real Estate—Wm. J. Merz
Society—Caryl McNees

ATHENS (Pa.)—See Sayre (Pa.)

BEAVER-ROCHESTER-ALIQUIPPA-AMBRIDGE (Pa.), BEAVER VALLEY TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily. Two weeks notice requested.
Advs. Not Accepted: Vending Machines.
Special Editions: Farm & Garden (Mar.); Back-to-School (Aug.), Annual Recipe (May), Christmas (Nov.)
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Section Thurs., Do-It-Yourself, Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sal Perrotta
Aviation—Harry Smith
Book—Ralph Temples
Business-Financial— Ralph Temples
Cartoonist—R. R. Coates
Church—Ralph Temples
Columnists—R. R. Coates, Frank Worbs
Credit Mgr.—James R. Miller
Editorial Writers—Frank Worbs; Jack Malone; Ralph Temples
Education—Fran Hollender
Farm—W. W. Anderson
Fashion—Gladys Gibbons
Food—Gladys Gibbons
Photo. Dept. Mgr.—Russel Morley
Picture Editor—Ralph Temples
Radio-Television—Ralph Temples
Real Estate—Sal Perrotta
Society—Gladys Gibbons
Travel— Sal Perrotta

BEAVER FALLS-NEW BRIGHTON (Pa.), NEWS-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Fri.
Advs. Not Accepted: Liquor; beer.
Special Editions: Business Edition (Jan. 30); Home Builders (Apr.); Back to School (Aug.).
No Editions: Christmas; New Years; Labor Day; Decoration Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Patty LaPatka
Columnist—Fran. E. McDanel
Credit Manager—Wm. Behringer
Editorial Writer—James H. March
Education—Fran E. McDanel
Fashion—Margaret Keller
Food—Patty La Patka
Photo. Dept. Mgr.—James H. March Jr.
Picture Editor—Fran E. McDanel
Political—Don E. Coleman
Society—Margaret E. Keller

BEDFORD (Pa.), GAZETTE (m)
Advs. Not Accepted: Liquor.
Annual Special Editions: Invitation Edition (Mar.);
No Editions: New Years; Memorial Day, July 4th; Labor Day; Christmas; Thanksgiving.
Radio Station Affiliation: WBFD
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—H. K. Frear; E. R. Edwards
Editorial Writers—H. K. Frear; E. R. Edwards

BERWICK (Pa.), ENTERPRISE (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashions (Apr.); Fall Fashions (Sept.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day, July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. A. Fenstermacher; Alfred Dalberto; Irene Dunn; Arthur Wark; Glen Canouse
Fashion—Irene Dunn
Photo. Dept. Mgr.—J. P. Fowler
Society—Irene Dunn

BETHLEHEM (Pa.), GLOBE-TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WGPA AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Guy Stroh
Columnist—Joseph Whritenour
Editorial Writers—John Strohmeyer; C. Fred Ritter
Education—Guy Stroh
Fashion—Mrs. Walter Batt
Food—Mrs. Walter Batt
Librarian—Mrs. Elizabeth Davis
Music—Mrs. Elizabeth Davis
Picture Editor—Lloyd Lukens
Radio-Television—Mrs. Elizabeth Davis
Society—Mrs. Walter Batt

BLOOMSBURG (Pa.), MORNING PRESS (m)
Run-of-Paper Color Advs.: Black & one color. $50 premium. Copy one week in advance.
Advs. Not Accepted: Beer & liquor.
Special Editions: Fair & Farm (Sept.).
Special Pages; Homemakers (Wed.); Farm (Sat.).
No Editions: Christmas; New Years; Thanksgiving, Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Food and homemakers page, Weds.
Radio Station Affiliation: WCNR

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BLOOMSBURG (Pa.) MORNING PRESS—Cont'd
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Eyerly
Editorial Writers—Paul R. Eyerly; Edward F. Schuyler
Farm—Richard Birch
Fashion—Meriam Stephens
Food—Meriam Stephens
Photo. Dept. Mgr.—R. R. Eyerly
Society—Meriam Stephens

BRADFORD (Pa.), ERA (m)
Split Run Advertising: Geographically.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Bride's (May).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. M. Cleary
Aviation—H. A. Satterwhite
Book—R. B. Bromeley
Business-Financial—J. M. Cleary
Church—Frederick A. Sica
Columnists—J. M. Cleary
Editorial Writer—J. M. Cleary
Education—J. M. Cleary
Farm—Bert Freed
Fashion—Helen Panyity
Food—Helen Panyity
Librarian—Helen Panyity
Motion Picture-Theatrical—Bert Freed
Music—Helen Panyity
Photo. Dept. Mgr.—E. Hogan
Picture Editor— J. M. Cleary
Radio-Television—J. M. Cleary
Real Estate—W. E. Eysinger
Travel—Nancy Lukarilla
Society—Patricia Costa

BRISTOL-LEVITTOWN (Pa.), COURIER (e)
TIMES (e)
Advertising Not Accepted: Questionable.
Run-of-Paper Color Advs.: 1 color and black.
Daily except Thursday.
Special Editions: Auto Show; Cap & Gown; Back to School; Baby.
No Editions: July 4th; Christmas; Easter.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Reinhardt
Book—Sandy Oppenheimer
Church—Wilma H. Brown
Columnist—Robert Reinhardt
Credit Manager—Carl Hodgert
Editorial Writer—George G. Gray
Education—Gordon Parker (c)
Fashion—Joan Nevins Rinehart
Food—Joan Nevins Rinehart
Garden—Walter W. Pitzonka, Jr.
Photo. Dept. Mgr.—Thomas Keane
Radio-Television—Jane Gray
Society—Joan Nevins Rinehart
Note: The same information holds for the Levittown (Pa.) Times, which is also owned by the Bristol Printing Co.

BROWNSVILLE (Pa.), TELEGRAPH (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Cooking School (Apr.); Fall Fashion (Sept.); Spring Fashion (Mar.); Gas Heating (July); Builders (Apr.); Gift Ed. (Nov.).
No Editions: New Years; Decoration Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Daniel A. Goss
Business-Financial—John Matta
Church—Jim Yadamel
Fashion—Dora Apone
Motion Picture-Theatrical—Carl Apone
Photo. Dept. Mgr.—Carl Spone
Picture Editor—Carl Apone
Radio-Television—Carl Apone
Society—Dora Apone

BUTLER (Pa.), EAGLE (e)
Group Membership: Western Pa. Hometown Dailies. P. N. Pa.
Special Editions: Style Editions (Easter); Dollar Day Edition; Auto Edition.
No Editions: Christmas, Labor Day, July 4th, Memorial Day; Thanksgiving.
Food and/or Household Dept.: Thurs. & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to John Laing Wise, editor.

CANONSBURG (Pa.), NOTES (e)
Advs. Not Accepted: Liquor (Beer & Wine accepted)
Special Editions: Dollar Day (Jan.); Dollar Day (July); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Ann Krist
Food—Ann Krist
Society—Ann Krist

CARBONDALE (Pa.), NEWS (e ex. Sat)
No Editions: Memorial Day, July 4th, Labor Day; Thanksgiving; Christmas, New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Heth
Aviation—Tom Heth
Book—Thomas Gilmartin
Business-Financial—Thomas Gilmartin
Church—Alice Kitchura
Columnist—Tom Heth
Editorial Writer—Thomas Gilmartin
Education—Tom Heth
Farm—Thomas Gilmartin
Fashion—Alice Kitchura
Food—Alice Kitchura
Garden—Alice Kitchura
Librarian—Alice Kitchura
Motion Picture-Theatrical—John Bolak
Music—John Bolak
Photo. Dept. Mgr.—Mickey Schella
Picture Editor—Thomas Gilmartin
Radio-Television—Thomas Gilmartin
Real Estate—Thomas Gilmartin
Travel—Thomas Gilmartin
Society—Alice Kitchura

CARLISLE (Pa.), SENTINEL (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—A. Douglas Thompson

CHAMBERSBURG (Penna.), PUBLIC OPINION (e)
No Editions: Six National Holidays.

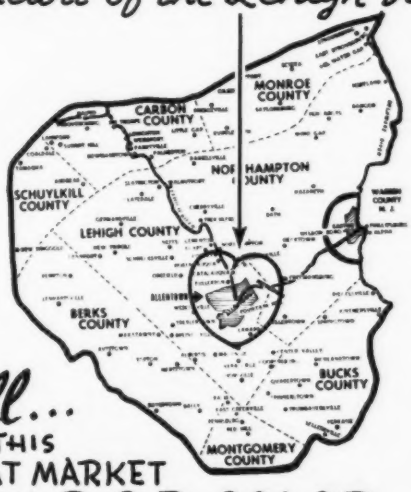
CHESTER (Pa.), TIMES (e)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—E. A. O'Connor
Editorial Writer—Fred Echelmeyer

CLEARFIELD (Pa.), PROGRESS (e)
Special Editions: Spring Clean-up (Apr.); Fair (July); Back-to-School (Aug.).
No Editions: New Year's, Memorial Day, July 4th, Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCPA-AM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jane Dietzel
Editorial Writer—G. A. Scott
Farm—W. O. Mitchell
Fashion—Betty Hamilton
Food—Betty Hamilton
Motion-Picture-Theatrical—Jane Dietzel
Music—Betty Hamilton
Photo. Dept. Mgr.—J. Zipf
Radio-Television—G. A. Scott
Society—Betty Hamilton
Stamp Editor—G. A. Scott

COATESVILLE (Pa.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—C. H. Heintzelman

(Continued on Page 222)

Hear this...
ADVERTISERS
used 15% more
R.O.P. COLOR ADS
in '57!
382 ADS in the
CALL-CHRONICLE
NEWSPAPERS
ALLENTOWN • PENNSYLVANIA
The heart of the Lehigh Valley



Sell... THIS GREAT MARKET with R.O.P. COLOR
THE MORNING CALL • EVENING CHRONICLE
SUNDAY CALL-CHRONICLE
National Representative - STORY, BROOKS & FINLEY, INC.

In Western Pennsylvania

It's the Great Industrial County of Beaver, Third Largest Production County in the state — that continues to set the pace in continued growth and progress.

The News-Tribune
Beaver Falls-New Brighton, Pa.

Covers the Richest Retail Sales Area of this great section. You get full circulation coverage in this section only through the News-Tribune.

Beaver Falls-New Brighton is first in most all retail sales categories — Automotive — Men's, Women's and Childrens wear — Furniture, Appliance, Drug and Food Sales.

For Full Information on This Rich Market contact

WARD GRIFFITH COMPANY
National Representative
247 PARK AVENUE • NEW YORK, N. Y.

or write direct to following at

The News-Tribune
Beaver Falls-New Brighton, Pa.

William T. Dentzer, Gen. Adv. Mgr.
William O. McLean, Local Display Mgr.
Kenneth Burkett, New Brighton Division
Willis Shook, City and County Division
Edna Bernard, Classified and Builders Division
James La Bata, Automotive Division
Betty Smith, Classified Division
Hazel Cox, National Adv. Division

JAMES H. MARCH, SR.
Vice-President and General Manager

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA Cont'd

(Continued from Page 221)

COATESVILLE (Pa.), RECORD—Cont'd.
Columnist—Wayne Woodward
Credit Mgr.—Lee McConsey
Editorial Writers—C. H. Heintzelman; George H. Heintzelman
Farm—Wayne Morris
Fashion—Dorothy Hagee
Garden—Wayne Morris
Photo. Dept. Mgr.—George Heintzelman
Picture Editor—George Heintzelman
Society—Stephanie Tomasovich

COLUMBIA (Pa.), NEWS (e)
Special Editions: Sales Day (Jan.); Sales Day (July).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. I. M. Frank
Editorial Writer—John C. Musser
Photo. Dept. Mgr.—E. N. Crist

CONNELLSVILLE (Pa.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—James M. Driscoll
Editorial Writer—James M. Driscoll
Picture Editor—John H. Whoric
Society—Margaret Atkinson

CORRY (Pa.), JOURNAL (e)
No Editions: New Year's, Memorial Day, July 4th; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George R. Sample; Thomas Titus
Editorial Writer—George R. Sample
Society—Jackie Paulson

DANVILLE (Pa.), NEWS (e)
Split Run Advertising: Geographically
Advs. Not Accepted: Vending machines.
Special Editions: Back-to-School (Aug.); Christmas Greeting (Dec.); Spring Style Opening (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Ted Jones
Farm—Jack Feeley
Fashion—Pat Eichner
Photo. Dept. Mgr.—Jack Feeley
Picture Editor—Jack Feeley
Society—Pat Eichner

DONORA (Pa.), HERALD-AMERICAN (e ex. Sat.) (see also Monongahela Daily-Republican).
Advs. Not Accepted: Hard Liquor.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mary Catherine Stofko
Columnist—J. P. Clark
Society—Mary Catherine Stofko

DOYLESTOWN (Pa.), INTELLIGENCER (e)
Special Editions: Fashions (pre-Easter); Vacation (May); Back to School (Aug.), Lay-away-for-Christmas (Oct.).
No Editions: New Years; Decoration Day; July 4th, Labor Day, Thanksgiving, Christmas.
Food and/or Household Dept. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Mayer
Book—Lester Trauch
Business-Financial—Robert M. Hotchkiss
Church—Alice Gilbert
Editorial Writer—John Kochalka
Education—Alice Gilbert
Farm—F. Bothwell
Fashion—Alice Gilbert
Food—Elmer Pariseau
Garden—F. Bothwell
Librarian—Alice Gilbert
Motion Picture-Theatrical—Lester Trauch
Music—Lester Trauch
Photo. Dept. Mgr.—Rudy Millarg
Picture Editor—J. Kochalka
Radio-Television—Alice Gilbert
Real Estate—Robert Mayer
Travel—Alice Gilbert
Society—Alice Gilbert

DuBOIS (Pa.), COURIER-EXPRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCED.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William H. Reay
Aviation—George R. Waylonis
Book—Marv Bloom
Business-Financial—Marv Bloom
Cartoonist—George Waylonis
Church—Nancy Simbeck
Columnists—H. T. Gray; J. S. Gray; Marv Bloom; Geo. Waylonis
Editorial Writers—Geo. Waylonis; H. T. Gray
Education—Shelly Smoyer
Farm—George Waylonis
Fashion—Nancy Simbeck
Food—Marv Bloom
Garden—Marv Bloom
Librarian—Shirley Rafferty
Motion Pictures-Theatrical—George Waylonis
Music—Myrtle Swanson
Photo. Dept. Mgr.—George Waylonis
Picture Editor—George Waylonis
Radio-Television—J. S. Gray
Real Estate—Marv Bloom
Travel—H. T. Gray
Society—Nancy Simbeck

EASTON (Pa.), PHILLIPSBURG (N. J.), EXPRESS (e)
Split Run Advertising: Every-other Paper
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WEEX-AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. H. Schmell
Book—D. P. Keith
Business-Financial—S. P. Lewis
Church—R. C. McGiffert
Columnist—Ben Kizer
Credit Mgr.—M. N. Kressman
Editorial Writer—D. P. Keith
Fashion—Miss C. M. McGrath
Food—Miss C. M. McGrath
Garden—S. P. Lewis
Librarian—R. C. McGiffert
Motion Picture-Theatrical—R. C. McGiffert
Picture Editor—S. P. Lewis
Radio-Television—S. P. Lewis
Real Estate—R. C. McGiffert
Society—Miss C. M. McGrath

ELLWOOD CITY (Pa.), LEDGER (e)
Run-of-Paper Color Advs.: Up to 3 colors & black. Daily except Thurs. 1 color and black daily.
Special Editions: Business Review (Jan.); Back-to-School (Aug.); Cooking School (Oct.).
No Editions: New Years; Labor Day; July 4th; Christmas; Thanksgiving; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Charles Moser
Photo. Dept. Mgr.—Eugene Dimeo

ERIE (Pa.), TIMES-NEWS (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Split Run Advertising: True split-run when paper is 40 pages or more.
Advs. Not Accepted: Some mail order.
Special Editions: Fall Fashions (Aug.); Spring Fashions (Mar.); Home & Garden (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas.
Print Own Magazine: Yes.
Group Membership: Jessie's Notebook
Food and/or Household Dept.: Food Thurs; Household daily.
Television Station Affiliation: WSEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward Mead
Aviation—Edward Mead
Book—Alice Peerboom
Business-Financial—Edward Mead
Cartoonists—George Lewis; Wm. Rusterholtz
Church—Les Lowman
Columnists—Ed Wellejus; Gene Cuneo; Miki Mahoney; Jay James; Joseph Meagher; Cliff Taylor; Ed Mead; Hugh Barr; Bruce McIntyre
Credit Mgr.—John Yanosko
Editorial Writer—John Mead
Education—Edward Mead
Farm—Walter Jack
Fashion—Pat English
Food—Pat English
Motion Picture-Theatrical—Jos Meagher
Music—Micki Mahoney
Photo. Dept. Mgr.—Frank Foye
Picture Editor—Jos Meagher
Radio-Television—Edw. Yates
Real Estate—Al Coleman
Travel—Pat English
Society—Pat English

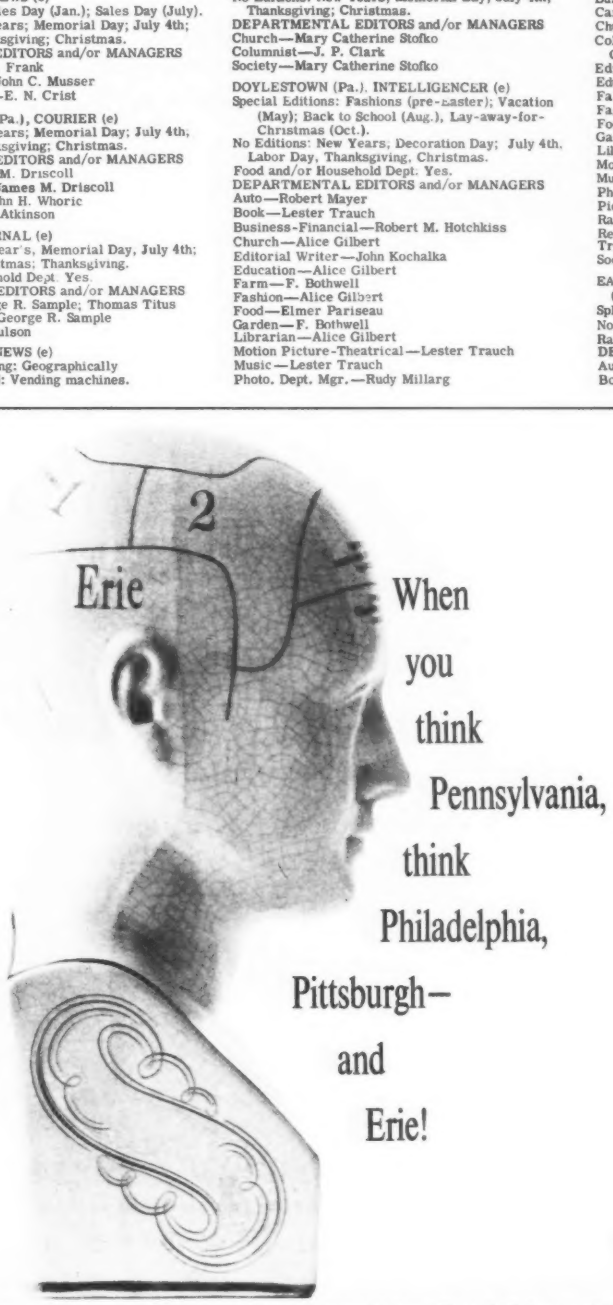
FRANKLIN (Pa.), NEWS-HERALD (e)
Special Editions: Cooking School (Apr.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack MacMillan
Aviation—Jack MacMillan
Book—Robert C. Davis
Business-Financial—Robert C. Davis
Church—Carolee Michener
Editorial Writers—Wayne W. Bleakley; Richard A. Ludwig; James A. Murrin
Education—Carolee Michener
Farm—Jack MacMillan
Fashion—Carolee Michener
Food—Carolee Michener
Garden—Carolee Michener
Librarian—Aleita Amberson
Motion Picture-Theatrical—Carolee Michener
Music—Orla Edkin
Picture Editor—Jack MacMillan
Radio-Television—Carolee Michener
Real Estate—R. A. Ludwig
Society—Carolee Michener

GREENSBURG (Pa.), TRIBUNE-REVIEW (d)
Special Editions: Back to School (Aug.); Christmas Supplement (Nov.); Cook Book (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Cols. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—J. Wyant Rowe
Editorial Writers—Samuel George; Errol Derby
Fashion—Betty Lou Sam
Society—Betty Lou Sam

GREENVILLE (Pa.), RECORD-ARGUS (e)
Advs. Not Accepted: Liquor, beer
No Editions: New Years; Memorial Day; July 4th, Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Harold Paxton

HANOVER (Pa.), SUN (e)
Advs. Not Accepted: Classified help wanted.
No Editions: New Years Day; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—C. H. Meredith
Motion Picture-Theatrical—H. B. Hostetter
Music—H B Hostetter
Radio-Television—J. A. Schwartz
Travel—H. B. Hostetter

HARRISBURG (Pa.), PATRIOT (m); NEWS (e); PATRIOT-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Annual Special Editions: Builders Show (Mar.); Sales Days (Jan. & July); TV & Radio (Sept.).
No Editions: (e) July 4th; Christmas; New Years.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Nicholas T. Ruggieri
Church—Anthony Arms
Credit Mgr.—John L. Fetterhoff
Editorial Writers—J. R. Doran; George Draut
Education—Theodore Gilbert
Farm—Harold Howell
Librarian—Claire Taggart
Motion Picture-Theatrical—Marion Milliron (d); Dane Wert (S)



Erie is Pennsylvania's 3rd city: in Population, Retail Sales and Effective Buying Income.* Erie leads all major** Pennsylvania cities in growth—population, 1957* vs. 1940†; retail sales, 1956* vs. 1939†. ■ Erie's newspapers, The Times & News, deliver the *whole* market, not just part of it. Compare this with some other Pennsylvania situations, where adjacent cities are "combined" to make up a "market" which no one newspaper buy can cover. ■ It stands to reason: Erie is the only logical 3rd market buy in Pennsylvania.

*1957 Sales Management Survey of Buying Power.
**75,000-and-over population.
†U. S. Census.

When you think Pennsylvania think Philadelphia Pittsburgh —and **Erie**

The Erie Times *evening*
The Erie News *morning*
The Erie Times-News *Sunday*

For the latest market and media data, call The Katz Agency, Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HAZLETON (Pa.), STANDARD-SENTINEL (m); THE PLAIN SPEAKER (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

HOMESTEAD-W. HOMESTEAD-MUNHALL (Pa.), MESSENGER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—S. A. Seibel
Church—Ed Russell
Columnists—John Johnson; S. A. Seibel; J. A. Banik
Editorial Writers—Paul W. Houck; Kenneth Demuth
Education—J. A. Banik
Fashion—Margaret G. Frank
Food—Margaret G. Frank
Librarian—Al Brent
Photo. Dept. Mgr.—S. A. Pusireff
Radio-Television—Margaret G. Frank
Society—Margaret G. Frank

HUNTINGDON-MOUNT UNION (Pa.), NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WHUN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer McCartney
Aviation—Mailand McIlroy
Book—Myrtle McCallips
Business-Financial—E. Blair Shore
Church—Myrtle McCallips
Editorial Writer—John H. Biddle
Education—John H. Biddle
Farm—Eugene Shore
Fashion—Winifred Hawn
Food—Winifred Hawn
Garden—Winifred Hawn
Librarian—Joan Corcelius
Motion Picture-Theatrical—Winifred Hawn
Music—Winifred Hawn
Photo. Dept. Mgr.—Lenora Harris
Picture Editor—Eugene Shore
Radio-Television—Eugene Shore
Real Estate—John H. Biddle
Travel—John H. Biddle
Society—Winifred Hawn

INDIANA (Pa.), GAZETTE (e)
Advs. Not Accepted: Mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Frank Hood
Columnists—William Ingersoll; William Hastings
Photo. Dept. Mgr.—Frank J. Sipos
Society—Mrs. Jess Ray

JEANNETTE (Pa.), NEWS-DISPATCH (e ex. Sat)
Special Editions: Christmas Shopping (Nov.); Cook Book Section (Feb. or Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs; Bldg. pages (Tues.); Weekend Radio-TV page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Lazar
Business-Financial—Paul D. Teske
Church—Eleanor Charlesworth
Editorial Writer—J. G. Bomberger
Fashion—Marion L. Hollendonner
Photo. Dept. Mgr.—Richard M. Whitehead
Society—Eleanor Charlesworth

JERSEY SHORE (Pa.), HERALD (e)
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fredric W. Whitmer
Columnists—Joseph Cox; Varile Tuttle; Ross Watts
Editorial Writers—John D. DeBiase; Joseph Cox; Robert J. Evans
Farm—Ross Watts
Fashion—Varile Tuttle
Food—Varile Tuttle
Society—Varile Tuttle

JIM THORPE (Pa.), TIMES-NEWS (e)
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.

JOHNSTOWN (Pa.); TRIBUNE-DEMOCRAT (d)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted; Mail Order.
Special Editions: Business Review (Jan.); Auto Show (Feb.); Fashion Sections (Mar.); Cooking School (Mar.); Building & Real Estate (Mar.); Home Show (Apr.); Senior Class Edition (May); Air Conditioning (May); Brides (June); Picnic Section (July); Travel (June, July, Aug.); Television (Sept.); Building & Repair (Sept.); Operation Snowflake (Nov.).
No Editions: New Years; Memorial Day; July 4th: Labor Day; Christmas.
Food and/or Household Dept.: Women's Page; Saturday Building Features.
Radio Station Affiliation: WJAC-AM & FM.
Television Station Affiliation: WJAC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. W. Dressler; John F. James; L. D. McCready; George Cooper; James Torr
Editorial Writers—C. W. Dressler; John F. James
Personnel Mgr.—Richard Mayer
Radio-Television—Ed Klym

KITTANNING (Pa.), SIMPSON'S LEADER-TIMES (e)
Advs. Not Accepted: Liquor; wine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayne B. Owen
Aviation—Howard R. Frederick
Book—Howard R. Frederick
Business-Financial—Wayne B. Owen
Church—Howard R. Frederick
Credit Manager—Corbin W. Wyant
Editorial Writer—Wayne B. Owen
Education—Wayne B. Owen
Farm—Thomas F. Reese
Fashion—Ethelyn E. Young
Food—Wayne B. Owen
Garden—Wayne B. Owen
Motion Picture-Theatrical—Ethelyn E. Young
Music—Ethelyn E. Young
Photo. Dept. Mgr.—Thomas F. Reese
Picture Editor—Thomas F. Reese
Radio-Television—Ethelyn E. Young
Real Estate—Wayne B. Owen
Travel—Howard R. Frederick
Society—Ethelyn E. Young

LANCASTER (Pa.), INTELLIGENCER JOURNAL (m); NEW ERA (e); SUNDAY NEWS (S)
Run-of-Paper Color Advs.: Black and 1, 2, or 3 colors. Daily and Sunday.
Sunday color comics carried.
Advs. Not Accepted: Liquor and tobacco, on comic page.
Annual Special Editions: Farm Section (Mar. & Oct.); Auto (May); Builders (April).
No Editions: Christmas (m); Thanksgiving (e); July 4th (e); Christmas (e)
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food page, Fri. (m), Thurs. (e); Home Builders' and Garden News (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Jay Wenrich
Personnel Mgr.—C. B. Slabach
Society—Mrs. Fred Jeffries (m); Mrs. Jean Bollinger (e); Miss Sally Woodward (S)

LANSDALE (Pa.), NORTH PENN REPORTER (e ex. Sat)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Back to School (Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and household news Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George W. Knipe
Business-Financial—Howard C. Berky
Church—Blanche Seasholtz
Columnist—Edgar J. Williams
Editorial Writer—Calvin M. Craig
Education—George W. Knipe
Food—Blanche Seasholtz
Photo. Dept. Mgr.—Willard Kriebel, Jr.
Picture Editor—Willard Kriebel, Jr.
Radio-Television—George W. Knipe
Real Estate—Calvin M. Craig
Society—Blanche Seasholtz

LATROBE (Pa.), BULLETIN (e)
Run-of-Paper Color Advs.: Black and 2 colors.
No Editions: New Years; July 4th; Decoration Day; Labor Day; Thanksgiving; Christmas.
Group Membership: Western Pennsylvania Hometown Dailies.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois R. Anthony
Columnists—John D. George; Vincent J. Quatrini, Sr.; Lois R. Anthony; R. J. McCollum
Editorial Writer—Lynnewood G. Celdon
Personnel Mgr.—Thos. M. Whiteman, II
Photo. Dept. Mgr.—Harry K. Frye
Radio-Television—Bette DeMarco
Society—Jean W. Falk

LEBANON (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Yes.
Special Editions: Prosperity Day (Feb.); Prosperity Day (Aug.); Salute to various towns.
No Editions: Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Wm. Parry; Wilder-Lebo; Julie Mark
Editorial Writer—Adam S. Wilder
Farm—Leon Miller
Photo. Dept. Mgr.—Adam S. Wilder
Radio-Television—John Schropp (e)
Society—Julie Mark (e); Mazie Hartleib

LEHIGHTON (Pa.), LEADER (e)
No Editions: Christmas; Labor Day; Thanksgiving, July 4th; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Witmer Eberle.

LEVITTOWN (Pa.)—(See Bristol-Levittown, Pa.)

LEVITTOWN (Pa.), TIMES (e)
Practically all copy will run the same as shown in BRISTOL-LEVITTOWN combined listing. (Exception)
DEPARTMENTAL EDITORS and/or MANAGERS:
Columnist—Robert Reinhardt

LEWISTOWN (Pa.), SENTINEL (e)
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food (Thurs.).
Radio Station Affiliation: WMRF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. S. Ruble
Aviation—R. S. Ruble
Book—M. S. Stroup
Business-Financial—C. V. Rowland
Church—Gerald M. Lepley
Columnist—Ben. F. Meyers
Editorial Writer—Martin S. Stroup
Education—R. S. Ruble
Farm—R. S. Ruble
Fashion—R. S. Ruble
Food—R. S. Ruble
Garden—R. S. Ruble
Librarian—R. S. Ruble
Motion Picture-Theatrical—M. S. Stroup
Photo Dept. Mgr.—R. S. Ruble
Picture Editor—M. S. Stroup
Radio-Television—M. S. Stroup
Society—Patricia Hunter

LOCK HAVEN (Pa.), EXPRESS (e)
Special Editions: Dollar Days (Jan. & July); Back to School (Aug.); Spring-Fall Opgs. (Mar. & Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Rebecca F. Gross
Church—Martha Zeigler
Editorial Writer—Rebecca F. Gross
Education—Martha Zeigler
Farm—William Lawrence
Garden—Martha B. Zeigler
Librarian—Sarah O'Kloria
Music—Martha B. Zeigler
Photo. Dept. Mgr.—Jack Frey
Picture Editor—Jack Frey
Travel—Rebecca F. Gross
Society—Martha B. Zeigler

MAHANOY CITY (Pa.), RECORD-AMERICAN
Special Editions: Back-to-School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

McKEESPORT (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Christmas Gift Guide (Dec.); Home Builders Guide (Apr.).
No Editions: Thanksgiving; Christmas; New Years; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—D. R. Cooper
Church—Eleanor Kratzer
Credit Mgr.—Robert J. Kurtz
Editorial Writer—John M. Orr
Fashion—Eleanor Kratzer
Motion Picture-Theatrical—John H. Whetzel
Society—Eleanor Kratzer

MEADVILLE (Pa.), TRIBUNE (m)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Back-To-School (Aug.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Bates
Credit Mgr.—J. D. Richards
Editorial Writer—Robert S. Bates
Music—Gertrude Prodehl
Photo. Dept. Mgr.—Reed McCaskey
Picture Editor—K. P. Williams
Society—Gertrude Dee Thomas

MILTON (Pa.); STANDARD (e)
Special Editions: Year End (Dec.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. P. Hastings
Photo. Dept. Mgr.—Charles King

MONESSEN (Pa.), INDEPENDENT (e)
Run-of-Paper Color Advs.: 1 color. On application.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Decoration Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept.: Food column Thurs.

MOUNT CARMEL (Pa.), ITEM (e)
Advs. Not Accepted: Homework classified.
No Editions: New Years; Memorial Day; July 4th, Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ira F. Roadarmel
Editorial Writer—Ira F. Roadarmel
Picture Editor—John H. Latshaw

(Continued on Page 224)

COMPLETE COVERAGE in WESTERN WESTMORELAND COUNTY the Greater JEANNETTE IRWIN District

JEANNETTE, PA.

. . . sometimes called "An American Workshop." An industrial area with highly skilled and therefore highly paid workmen.

ANNUAL PAYROLL OVER $40 MILLION

The standard of living is above average—and remember, industrial areas are very responsive to advertising.

The News-Dispatch

CIRCULATION: *9,666

* Average daily circulation, 12 mos. ending Sept. 30, 1957, subject to A.B.C. Audit.

National Representative HOWLAND AND HOWLAND INCORPORATED New York, Chicago and Atlanta

MEMBER WESTERN PENNSYLVANIA HOMETOWN DAILIES

we "RAISED the CURTAIN" on COLOR over 50 years ago

...and we are still giving top performances to packed houses* with the plaudits of critics†

THE DAILY NEWS
McKEESPORT, PA.

*Circulation - 37,155 ... September 30, 1957
† Art Directors Club of New York (1957)...American Institute of Graphic Arts (1956)

National Representatives: BOTTINELLI-KIMBALL, INC.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA Cont'd

(Continued from Page 223)

NEW KENSINGTON-ARNOLD (Pa.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Graduation Edition; Cook Book Edition (May); Back to School (Aug.); Fashion Edition (Sept.); Fall Opening (Oct.); Christmas Edition (Nov. 25).
No Editions: New Years; July 4th; Labor Day; Christmas; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gerald Coy
Church—Martha Cannon
Credit Manager—Charles W. Johnson
Editorial Writers—William Ahlstrom; Robert Thomas; Gerald Coy
Farm—William Ahlstrom
Fashion—Martha Cannon
Food—Martha Cannon
Garden—William Ahlstrom
Personnel Manager—Gerald Coy
Photo. Dept. Mgr.—William Ahlstrom
Picture Editor—William Ahlstrom
Radio-Television—Walter Dear
Real Estate—William Ahlstrom
Society—Martha Cannon

NORRISTOWN (Pa.), TIMES HERALD (e)
Daily color comics carried.
Advs. Not Accepted: Palmist; fortune telling.
Special Editions: Shoes (Mar & Sept); Electrical (Apr); Back to School (Sept.).
No Editions: New Year's; July 4th; Labor Day; Christmas; Memorial Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert I. McCracken
Aviation—George Blake
Book—Frederick S. Fox
Business-Financial—Robert I. McCracken
Church—Dick Dean
Columnists—Felix E. McCarthy
Credit Manager—Warren Cassel, Jr.
Editorial Writers— Frederick S. Fox; T. Edward Maum; Felix E. McCarthy
Education—Charles R. Snowden, Jr.
Farm—Robert I. McCracken
Fashion—Evelyn Fulmer
Food—Joseph G. McClellan
Garden—Joseph G. McClellan
Librarian—Helen Welsh
Motion Picture-Theatrical—T. Edward Maum
Music—Evelyn Fulmer
Personnel Manager—Robert I. McCracken
Photo. Dept. Mgr.—Robert Kratz
Picture Editor—T. Edward Maum
Radio-Television—T. Edward Maum
Real Estate—J. Charles Whitman, II
Travel—Stella T. Cox
School Page—George Blake

OIL CITY (Pa.), DERRICK (m)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Business & Financial (Jan.); Cook Book (Feb.); Graduation (May); Christmas Season (Nov.); Spring Fashions (Apr.); Fall Fashions (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Reisinger
Book—E. P. Boyle
Business-Financial—R. W. Rhoades
Editorial Writer—H. L. Schultheis
Farm—P. C. Boyle
Fashion—A. J. Loebelenz
Food—R. W. Rhoades
Garden—H. L. Boyle
Motion Picture-Theatrical—A. J. Loebelenz
Radio-Television—E. P. Boyle
Real Estate—J. J. Szafran
Travel—E. P. Boyle
Society—A. J. Loebelenz

PHILADELPHIA (Pa.), BULLETIN (e) (S)
Run-of-Paper Color Advs.: (e) & (S)
Sunday color comics carried.
Split Run Advertising: Full page only accepted. Daily or Sunday, 10cents per line extra.
Advs. Not Accepted: Liquor; wine.
No Editions: July 4th; Christmas (e) only.
Syndicated Magazine Sections Carried: This Week American Weekly; Sunday Novel.
Group Membership: Puck-The Comic Weekly.
Radio Station Affiliation: WCAU
Television Station Affiliation: WCAU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. A. Livingston
Church—George H. Riley
Columnists—Ralph W. Page (e) (S); Paul Jones (e); Don Rose (e); Earl Selby (e) (S); Frank Brookhouser (e) (S); Garry Flinn (e); Melvin K. Whiteleather (e); Morley Cassidy (S)
Credit Mgr.—John McCarthy
Education—Harriett J. Smith
Food—Frances Blackwood
Garden—Patricia Spollen
Motion Picture-Theatrical—Laura Lee; Wayne Robinson
Music—Max de Schauensee
Radio-Television—Robert J. Williams
Real Estate—Daniel F. O'Leary
Travel—Walter W. Wilson
Society—Anne S. Hellyer

PHILADELPHIA (Pa.), PHILADELPHIA DISPATCH (S)
Annual Special Editions: Business-Financial (Jan.); Anniversary (June); Christmas (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herman M. Ellis
Book—Elinor G. Ellis
Business-Financial—Herman M. Ellis
Fashion—Elinor G. Ellis

PHILADELPHIA (Pa.), INQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Mid-Year and Year-End Financial Reviews (July & Jan.); "Delaware Valley," U.S.A. (Sept. or Oct.).
Print Own Magazine. Yes.
Group Membership: Metropolitan Group; First Three Markets.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: WFIL-AM & FM.
Television Station Affiliation: WFIL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Frank Rosen
Books—David Appel (features)
Business-Financial—Royal Plenty
Cartoonist—Hugh Hutton
Church—Rev. Robert O. Kevin
Columnists—John M. Cummings; John C. O'Brien; Don Daniels
Credit Manager—A. C. McClelland
Editorial Writers—Paul McC. Warner; Wynter R. Newhouse; Arthur Pierce; Harold J. Weigand; Louis R. Winter, Jr.; Charles H. Ellis, Jr.
Fashion—Cynthia Cabot
Food—Lois M. McCloskey
Librarian—Joseph E. Molloy
Motion Picture—Mildred Martin; Henry Murdock (Theatrical)
Music—Edwin H. Schloss
Personnel Manager—Stewart Hooker
Photo. Dept. Mgr.—Otto Prinz
Picture Editor—Harry Hoffman
Radio-Television—Harry Harris
Real Estate—Raymond Nelson
Travel—David Appel
Society—Marion D. Scholl; Katherine McC. Dunlap (Women's Clubs)

PHILADELPHIA (Pa.), NEWS (e)
Run-of-Paper Color Advs.: 4 colors. Daily.
Sunday color comics carried.
No Editions: Jan. 1; May 30; Labor Day; Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Thurs. food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jerry Doyle
Columnist—Jerry Gaghan
Credit Manager—Clarence P. Wright
Editorial Writers—Harry T. Saylor; George Burns
Librarian—Ned Behney
Motion Picture-Theatrical—Ernie Schier
Photo. Dept. Mgr.—Jos. McGuinn
Picture Editor—Donald Robinson
Radio-Television—Ernie Schier
Sport Col.—Larry Merchant; Sandy Grady; Steve Klessel

PHILIPSBURG (Pa.), JOURNAL (e ex. Sat)
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor, beer.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.

PHOENIXVILLE (Pa.), REPUBLICAN (e)
Split Run Advertising: Yes.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WNAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph P. Ujobai
Aviation—Joseph P. Ujobai
Book—Pamela James
Business-Financial—Joseph P. Ujobai
Church—John V. Norris
Columnist—Phoebe H. Gilkyson
Credit Mgr.—Sylvia McElfratrick
Editorial Writers—Phoebe H. Gilkyson; Joseph P. Ujobai; Joseph F. Rudick
Education—Joseph F. Rudick
Farm—Jeannette Styer
Fashion—Diane Sharshon
Food—Joseph F. Rudick
Garden—John V. Norris
Librarian—Pamela James
Motion Picture-Theatrical—Eleanor McCullough
Music—Diane Sharshon
Photo. Dept. Mgr.—Joseph F. Rudick
Picture Editor—Joseph F. Rudick
Photography—John V. Norris
Radio-Television— Joseph P. Ujobai
Real Estate—Joseph P. Ujobai
Travel—Joseph P. Ujobai
Society—Diane Sharshon

PITTSBURGH (Pa.), POST-GAZETTE (m)
Run-of-Paper Color Advs.: Black and 1, 2 or 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Financial & Business Rev. (Jan.); Baseball (Apr.); Modern Homes; Auto Show.
Food and/or Household Dept.: Food column daily.
Radio Station Affiliation: WWSW.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Friedman
Business-Financial—Arthur R. Friedman
Cartoonist—Cy Hungerford
Columnist—Charles F. Danver
Credit Mgr.—Joseph S. Rhodes
Editorial Writers—Frank S. Hawkins; Andrew Chancellor; John Lofton
Fashion—Frances Walker
Food—Veronica Volpe
Motion Picture-Theatrical—Harold V. Cohen
Music—Donald S. Steinfirst
Photo. Dept. Mgr.—James Klingensmith
Radio-Television—Win Fanning
Real Estate—Mel Seidenberg
Travel—J. E. Alexander

PITTSBURGH (Pa.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Year End (Jan.).
No Editions: New Years; July 4th; Christmas.
Print Own Magazines: Yes. Family Mag., TV Graphic, Roto Mag.
Syndicated Magazine Section Carried: This Week Magazine.
Group Membership: Jessie's Notebook; Nancy Bas-ser; Metropolitan; All Outdoors.
Food and/or Household Dept.: Food Section-Thursdays; Food Column-Tues.; Thurs.; & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Ward
Book—Robert Molyneux
Business-Financial—Waldo L. Russell
Church—Ray Hoffman
Columnists—Gilbert Love; William White
Credit Mgr.—A. W. Bliesznner
Editorial Writers—Robert Taylor; Gilbert Love; David Hall
Farm—Roger Latham
Fashion—Lenore Brundige
Food—Josephine Gibson
Librarian—Peggy Connell
Motion Picture-Theatrical—Kap Monahan
Music—James Ball
Personnel Manager—Wm. Forrester
Radio-Television—Fred Remington
Real Estate—David E. Bollinger, Jr.
Travel—Henry Ward
Society—Mary O'Hara

PITTSBURGH (Pa.), SUN-TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Solit Run Advertising: Every-other Paper.
Special Editions: Cook Book (Apr.); Year End Business Review (Jan.); Christmas Section (Dec.); Football Section (Sept.); Good Housekeeping Section (Oct.).
No Editions: Christmas; New Year's; Independence Day.
Radio Station Affiliation: WCAE
Magazine Section Carried: The American Weekly; Pictorial Living (in rotogravure).
Group Membership: Puck
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Rocks
Business-Financial—Hiram Howard
Church—Errett Smith
Columnists—Karl Krug; Davis J. Walsh; Harry Keck; Hi Howard
Credit Mgr.—Wm. H. Eichenberg
Editorial Writer—Max Henrici
Fashion—Dorothy Randall
Food—Gladys Wholey
Garden—Frank Curto
Librarian—William Frank
Motion Picture-Theatrical—Karl Krug; Leonard Mendlowitz
Music—J. Fred Lissfelt
Photo. Dept. Mgr.—Edward Salamony
Picture Editor—Wilbur D. Clark
Real Estate—Hiram Howard
Travel—William C. Smith
Society—Alice Hogg Seneff

PITTSTON (Pa.), DISPATCH (S)
Special Editions: Graduation (June); Football (Nov.); Easter; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Cosgrove
Cartoonist—R. Cosgrove
Columnists—John Kehoe; W. A. Watson; Joanne Killian; J. A. O'Malley
Editorial Writer—William A. Watson, Sr.
Education—W. A. Watson, Jr.
Fashion—Joanne Killian
Photo. Dept. Mgr.—W. A. Watson, Jr.
Picture Editor—W. A. Watson, Sr.
Society—Joanne Killian

PITTSTON (Pa.), GAZETTE (e)
Special Editions: Christmas (Dec.).
No Editions: Decoration Day; July 4th; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John F. Higgins; Robert Evans

COLOR
COMES to NEW CASTLE!
And Brings New
PUNCH
TO ALL ADVERTISING
(Inquiries Invited)
Another Service
OFFERED BY NEW CASTLE'S ONLY
SOLIDLY ESTABLISHED ADVERTISING MEDIUM!
A Leader in Local Food Lineage
Year After Year!
NEW CASTLE NEWS
NEW CASTLE, PENNA.
ABC — 23,283
National Representative: Bottinelli-Kimball, Inc.

STRIKE
—into the
heart of this Central
Pennsylvania market
Serving Clinton County (Penna.) residents
from the County Seat of this
rich Central Pennsylvania market
THE LOCK HAVEN EXPRESS
LOCK HAVEN, PA.
Represented by Bottinelli-Kimball, Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

POTTSTOWN (Pa.), MERCURY (m)
Run-of-Paper Color Advs.: Up to 3 colors. Early in the week preferred.
Advs. Not Accepted: Bingo.
Special Editions: New Years Greetings (Jan.); Financial (Jan. & July); Thrift Week (Jan.); Home Impr.-Building (Mar. & Sept.); Fishing (Apr.); June Brides (June); School Safety (June); Farm Safety (June); Seventh Day Adventists Conference (July); Picnic (Aug.); Back-to-School (Sept.); Mobile Trailers (Sept.); Hunting (Oct.); Fire Prevention (Oct.); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Shandy Hill
Church—John K. Binder
Columnists—Shandy Hill; Charley Frey
Credit Mgr.—Sara J. Beerbrower
Editorial Writer—Shandy Hill
Farm—Robert J. Boyle
Fashion—Dolores Smith
Food—Dolores Smith
Garden—Robert J. Boyle
Librarian—William Johns
Music—John Binder
Photo. Dept. Mgr.—Eugene Orlando
Picture Editor—Eugene Orlando
Radio-Television— Shirley Kramer
Society— Esther Gray

POTTSVILLE (Pa.), REPUBLICAN (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: First Baby (Dec. & Jan.); Valentine (Feb.); Farm (Mar.); Spring Fashions (Mar.). Home Appliance-TV (Apr.); Mothers Day (May); Brides (May); Graduations (June); Fathers Day (June); Summer Fashions (June); Dairy Month (June); Back to School (Aug.); Hunting (Oct.); Football (Sept. & Oct.); Christmas Opening (Nov.).
No Editions: Christmas; New Years; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John J. Richards
Cartoonist—Howard Hoffman
Church—David Yocum
Columnists—J. Richards; C. Rose; Jean Neuser; W. Schraedley; C. Downey; Marion Clifford; Arthur Follett; Al Dietz; Walter Farquhar; Herrwood Hobbs; Jack J. Richards
Credit Mgr.—Marion K. Flanagan
Editorial Writers—Ken Brennan; J. Richards; J. H. Zerbey; Martin Wixted; David Yocum
Farm—Jean Neuser
Fashion—Marion Sheafer
Garden—Marion Clifford
Librarian—Helen Leuchtner
Motion Picture-Theatrical—KennethL. Brennan
Music—Kenneth L. Brennan
Photo. Dept. Mgr.—Vince Ney
Picture Editor—Kenneth L. Brennan
Radio-Television—Charles Rose
Travel—Marion Clifford
Society—Marion Sheafer

PUNXSUTAWNEY (Pa.), SPIRIT (e)
No Editions: New Years; Christmas; Thanksgiving Labor Day; Armistice Day.
Food and/or Household Dept.: Daily food column
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Carlton
Aviation—William Carlton
Book—Sid Carlton
Business-Financial—Sid Carlton
Church—William Carlton
Columnists—P. L. Smith; Ben L. Jones.
Editorial Writer—P. L. Smith
Education—William Carlton
Farm—William Carlton
Fashion—Mrs. Lucille Scava
Food—Mrs. Lucille Scava
Garden—Mrs. Lucille Scava
Librarian—William Carlton
Motion Picture-Theatrical—William Carlton
Music—Sid Carlton
Photo. Dept. Mgr.—Leroy S. Harlan
Picture Editor—Sid Carlton
Radio-Television—Ben Jones
Real Estate—William Carlton
Travel—Mrs. Lucille Scava
Society— Mrs. Lucille Scava

QUAKERTOWN, (Pa.), FREE PRESS (e ex Sat.)
Advs. not Accepted: Liquor
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

READING (Pa.), TIMES (m); EAGLE (e) (S)
Sunday color comics carried.
Food and/or Household Dept.: Food Thurs. (e)
Radio Station Affiliation: WEEU
Television Station Affiliation: WEEU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis J. Schlosberg (m); Kenneth R. Newbould (e) (S)
Aviation—Louis J. Schlosberg (m); Nick Moser (e) (S)
Book—Martz Schoffstall (m); Larry McDermott (e) (S)
Business-Financial—Gordon Williams (m); W. S. Dillon (e); Kenneth R. Newbould (S)
Cartoonists—Kenneth Fisher (m); Roy Gensler (e) (S)
Church—William Schneider (m); Robert Schoenert (e)
Columnists—Martin Salditch (m); Martz Schoffstall (m); Dr. Arthur Graeff (m); Richard Peters (m); Melvin Silva (m); Harry Dilser (m); Kenneth Tuckey (m); Larry McDermott (e); Lilly March (e); Paul Lukas (e); Nick Moser (e); Bill Reedy (e) (S); John F. Walsh (S); Brooke Focht (e)
Credit Mgr.—Jack Whitlock
Editorial Writers—Martz Schoffstall (m); Daniel B. Hoffman (e) (S)
Education—Martz Schoffstall (m); John Walsh (e) (S)
Farm—William Schneider (m); S. Fred Miller (e) (S)
Fashion—Mrs. Wanda Bertolet (m); Miriam Gruber (e) (S)
Food—Mrs. Wanda Bertolet (m); Miriam Gruber (e) (S)
Garden—Martz Schoffstall (m); Kenneth R. Newbould (e) (S)
Librarian—Oan Thompson (m) (e) (S)
Motion Picture-Theatrical—Martz Schoffstall (m); Larry McDermott (e) (S)
Music—Martz Schoffstall (m); Leonard Harris (S); Kenneth R. Newbould (e) (S)
Photo. Dept. Mgr.—Clifford Yeich (m); Walter A. Romanski (e) (S)
Picture Editor—Richard C. Peters (m); Thomas N. Boland (e); Kenneth R. Newbould (S)
Radio-Television—Louis Schlosberg (m); Robert Schoenert (e) (S)
Real Estate—William H. East (m); Kenneth R. Newbould (e) (S)
Travel—J. J. Schanz (m); Thomas N. Boland (e) (S)
Society—Mrs. Wanda Bertolet (m); Miriam Gruber (e); Matthew J. Romanski (S)

RENOVO (Pa.), DAILY RECORD (e ex. Sat)
Annual Special Editions: Flaming Foliage Festival (Oct.); Christmas (Dec.); New Years (Dec.).
No Editions: Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Bennett Shaffer

RIDGWAY (Pa.), RECORD (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

ST. MARYS (Pa.), PRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—W. G. Bauer
Credit Mgr.—W. G. Bauer
Editorial Writer—H. T. O'Brien
Personnel Mgr.—W. G. Bauer
Picture Editor—H. T. O'Brien
Radio-Television—Myra Trgovac
Society—Myra Trgovac

SAYRE AND ATHENS (Pa.), WAVERLY (N. Y.), TIMES (e)
No Editions: Christmas; New Years; Labor Day; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John J. Beahan; Paul Seibel; Harold C. Yingling.
Editorial Writers—Harold C. Yingling; John J. Beahan
Fashion—Shirley Halton
Food—Gertrude Tracy
Picture Editor—John J. Beahan
Society—Shirley Halton

SCRANTON (Pa.) TIMES (e)
Advs. Not Accepted: Mail order. Out of town retail.
Special Editions: Women's and Men's Fashions (Mar.); Home Fashions (Sept.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food section Thursday.
Radio Station Affiliation: WEJL-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Ruddy
Aviation—George Walsh
Book—Thomas F. Murphy
Business-Financial—E. J. Gerrity
Church—Joseph F. Gilroy
Columnist—E. J. Gerrity
Credit Mgr.—John J. Kelly
Editorial Writers—Thomas F. Murphy; Martin J. Hayes; Neil L. Whitney
Education—Martin J. Hayes
Farm—Ed. Rogers
Fashion—Ann Kearney
Food—Wm. Bassett
Garden—Harold Myers
Librarian—John Johnston
Motion Picture-Theatrical—E. J. Donohoe (city Ed.)
Music—Gounod Evans
Personnel Mgr.—John J. Kelly
Photo. Dept. Mgr.—John Greskovic
Picture Editors—E. J. Gerrity; E. J. Donohoe
Radio-Television—Robert Davis; Charles Mackey
Real Estate—George Walsh
Travel—E. J. Donohoe
Society—Ann Kearney

SCRANTON (Pa.), TRIBUNE (m); SCRANTONIAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Sunday color comics carried.
Split Run Advertising: (m) Every-other Paper.
Advs. Not Accepted: Retail mail order from out of town available in local stores.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Friday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth G. Rose
Columnists—Robert J. Arthur; "Chic" Feldman; Robert Mang
Credit Mgr.—Herman Bassoff
Editorial Writers—Robert J. Arthur; Robert Mang; Walter Toolan
Food—Mrs. Gene Brislin
Photo. Dept. Mgr.—A. J. Sandone
Radio-Television—Jack Lewis
Society—Mrs. Gene Brislin

SHAMOKIN (Pa.), NEWS-DISPATCH (e)
Special Editions: Spring & Fall Fashions (Mar. & Sept.); Back To School (Aug.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert E. Malick
Editorial Writer—William Dyer

SHARON (Pa.), HERALD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Nov.); Farm & Garden (May); Back to School (Aug.); Club Women's (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Radio Station Affiliation: WPIC.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Thomas M. Gibbons
Church—Frances McCormick
Credit Mgr.—H. E. Hetu
Editorial Writers—G. A. Harshman; Joseph D. Shatto
Education—Raymond H. Thoman
Farm—Theodore Richardson
Fashion—Marion M. Shatto
Food—Marion M. Shatto
Garden—Theodore Richardson
Librarian—Miss Margaret Dickens
Photo. Dept. Mgr.—Vincent Smith
Picture Editor—Joseph D. Shatto

(Continued on Page 226)

★

FOR YOUR PRIVATE **INFORMATION**
WHEN A NEWSPAPER'S **CIRCULATION**
IS GREATER THAN THE CITY'S **POPULATION**
IT'S A VERY GOOD **INDICATION**
THAT IT'S REACHING **SATURATION**
WHICH ADVERTISERS CALL A LOVELY **SITUATION**

SUNBURY CITY POPULATION— 15,670
ABC CIRCULATION— 20,007

Sunbury Daily Item

SUNBURY, PENNA.

National Rep. — Julius Mathews Special Agency

... if you miss the rich Sharon, Pa. part of the big Youngstown-Sharon Market!!

Retail sales are 50% higher per capita in Sharon than the average for Youngstown-Sharon Metropolitan area. And only the Sharon Herald really provides coverage of Sharon. (All outside papers combined don't reach 20% of the Sharon families.)

The Sharon Herald

SHARON, PA.

Gallagher-DeLisser, Inc.
National Representatives

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from Page 225)

SHARON (Pa.), HERALD—Cont'd

Radio-Television—Carol Davis
Real Estate—Thomas M. Gibbons
Travel—Marion M. Shatto
Society—Marion M. Shatto

SHENANDOAH (Pa.), HERALD (e)
Special Editions: Financial (Jan.); Spring Opening (Mar.); Fall Opening (Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column. Food feature pages. Mon. & Thurs. Household Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. Anna Straughn
Aviation—Thomas F. Martin
Business-Financial—Thomas F. Martin
Columnists—Tom Barrett; Joe Dalton; Theresa Yodis; Bill O'Brien; William A. Delaney; Jim Haas
Editorial Writers—James F. Haas; Joe Dalton
Education—Joe Dalton
Fashion—M. Anna Straughn
Food—M. Anna Straughn
Librarian—M. Anna Straughn
Motion Picture-Theatrical—Jim Haas
Music—M. Anna Straughn
Radio-Television—M. Anna Straughn
Travel—John Dudish

SOMERSET (Penna.), AMERICAN (m)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (March); White Christmas (Nov.).
No Editions: Christmas; July 4th.
Food and/or Household Dept: Pantry Shelf. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS:
Church—Mrs. Jennie May
Columnists—Margaret R. Stumpf; Sara Roberta Getty
Editorial Writers—Henry Baker Reiley
Education—Margaret L. Reiley
Farm—Verle Fritz
Fashion—Margaret R. Stumpf
Food—Margaret R. Stumpf
Garden—Verle Fritz
Librarian—Linda Winters
Motion Picture-Theatrical—Sara Roberta Getty
Music—Margaret L. Reiley
Photo. Dept. Mgr.—Jennie May
Real Estate—Margaret R. Stumpf
Society—Mary Black

STATE COLLEGE-BELLEFONTE (Pa.), CENTRE TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Gift Guide (Nov.).
No Editions: Christmas; New Years; Labor Day; Decoration Day; Thanksgiving; July 4th.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wm. L. Werner
Church—Mary Rogers
Columnists—Ross Lehman; Paul Poorman; Dorothy Meyers
Editorial Writer—Jerome Weinstein
Photo. Dept. Mgr.—Paul Poorman
Picture Editor—Paul Poorman
Society—Mary Rogers

STROUDSBURG-E. STROUDSBURG (Pa.), RECORD (m)
Special Editions: Resort (May); Christmas (Nov.); Progress (Jan.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WVPO, Stroudsburg.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bobby Westbrook; James Riley; Robert Clark
Editorial Writer—John F. Hill
Motion Picture-Theatrical—Leonard Randolph
Music—Leonard Randolph
Photo. Dept. Mgr.—Roderick MacLeod
Radio-Television—John F. Hill
Society—Bobby Westbrook

SUNBURY (Pa.), ITEM (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKOK.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. E. Furman
Church—D. C. Swank
Editorial Writer—H. H. Haddon
Farm—W. A. Toland
Librarian—Marjorie Spogen
Photo. Dept. Mgr.—Ralph Forster
Picture Editor—Cyril A. Kane
Society—Helen Furr

TAMAQUA (Pa.), COURIER (e)
Daily color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: Spring (Apr.); Fall (Sept.); Back to School (Aug.).
No Editions: New Years; July 4th; Christmas; Thanksgiving; Labor Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clarence Hiss
Aviation—Eleanor Weaver
Business-Financial—David L. Miller
Church—Gordon Pfiel
Columnist—Billy McHale
Credit Mgr.—Ellen Hegarty
Editorial Writers—Gordon Pfiel; David L. Miller
Education—Gordon Pfiel
Farm—Robert Meredith
Fashion—Eleanor Weaver
Food—Marguerite Feathers
Librarian—Gordon Pfiel
Motion Picture-Theatrical—Eleanor Weaver
Music—Gordon Pfiel
Personnel Mgr.—David L. Miller
Photo. Dept. Mgr.—Robert Meredith
Picture Editor—Robert Meredith
Radio-Television—Eleanor Weaver
Real Estate—Gordon Pfiel
Travel—Billy McHale
Society—Eleanor Weaver

TARENTUM (Pa.), VALLEY DAILY NEWS (e)
Advs. Not Accepted: Liquor; beer; wine; cigarette.
Special Editions: Easter (Apr.); Graduation (May); Back-to-School (Aug.); Thanksgiving (Nov.); Christmas (Dec.); New Years (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: School, Church, each once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Anderson
Aviation—Clemens Schwartz
Book—Janet McCue
Business-Financial—Stephen Fliss
Cartoonist—Rudy Tutka
Church—Frieda Rutkowski
Columnists—Walter Rutkowski; Frieda Rutkowski; Janet McCue
Credit Mgr.—Stephen R. Fliss
Editorial Writers—George Stuart; Walter Rutkowski; Eugene Simon
Education—Celie McCue
Farm—Eugene Simon
Fashion—Janet McCue
Food—Janet McCue
Garden—Eugene Simon
Librarian—Kay Cooper
Motion Picture-Theatrical—Ralph Valerio
Music—Mary Shaunessy
Personnel Mgr.—Eugene A. Simon
Photo. Dept. Mgr.—Clemens Schwartz
Picture Editor—Clemens Schwartz
Radio-Television—Ralph Valerio
Real Estate—Robert Tench
Travel—Eugene Simon
Society—Janet McCue

TITUSVILLE (Pa.), HERALD (m)
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: New Year's Ed. (Dec. 31).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to James B. Stevenson.

TOWANDA (Pa.), REVIEW (m)
Advs. Not Accepted: Liquor.
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Staley N. Clarke; Ashton Merrill.
Editorial Writers—David M. Turner; Staley N. Clarke

TYRONE (Pa.), HERALD (e)
Special Editions: Graduation (June); Back to School (Aug.); Football (Sept.); Christmas Opening (Dec.); First Baby and New Year (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITIONS and/or MANAGERS
Columnist—A. R. Flenner
Librarian—Mrs. Doris Conaghan
Picture Editor—Herb Werner
Society—Mrs. Doris Conaghan; Paul M. Goheen

UNIONTOWN (Pa.), HERALD (m); STANDARD (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Saturday color comics carried.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Clover Culver; Douglas McIntire; Walter J. Storey, Jr.
Editorial Writers—Joe L. Dickson; Arnold Goldberg

VANDERGRIFT (Pa.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Lloyd Drummond

WARREN (Pa.), TIMES-MIRROR (e ex. Sat)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward C. Lowrey
Church—Lila Schular
Editorial Writer—Edw. C. Lowrey
Education—Lila Schuler
Farm—Edw. C. Lowrey
Fashion—Lila Schuler
Food—Lila Schuler
Librarian—Lila Schuler
Music—Lila Schuler
Picture Editor—Ardell Saylor
Society—Lila Schuler

WASHINGTON (Pa.), OBSERVER (m), REPORTER (e)
Run-of-Paper Color Advs.: (Observer) (m) 1 color, Sat., Mon., Tues.
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Business & Industrial Review edition (Jan.); Financial Review Ed. (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo and Eng. Dept. Mgr.—Charles K. Arnold
Society—Ruth Rutherford (e)
Address editorial correspondence to Guy R. Day (e)

WAYNESBORO (Pa.), RECORD-HERALD (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer.
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. B. Curry
Photo. Dept. Mgr.—Robert McLaughlin
Picture Editor—W. J. Davis
Society—Diane Taylor

WEST CHESTER (Pa.), LOCAL NEWS (e)
Special Editions: Progress (Jan.); Back to School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John McCafferty
Business-Financial—Hugh V. McDevitt
Church—Henry L. Brinton
Credit Manager—G. Merrit Fall
Editorial Writer—Henry L. Brinton
Food—Mary Mateer
Motion Picture-Theatrical—Miriam Peacock
Music—Miriam Peacock
Personnel Manager—James E. Artman
Real Estate—Miriam Peacock
Society—Mary Mateer
Sports—Harry Hamer
Travel—Miriam Peacock

WILKES-BARRE (Pa.), INDEPENDENT (S)
Sunday color comics carried.
Advs. Not Accepted: Out-of-town retail mail order firms.
Special Editions: Fashions (Mar. & Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas F. Heffernan
Aviation—Thomas Moran
Cartoonist—John Zell
Columnists—Tom Moran; Libby Brennan; Mike Bernstein
Editorial Writer—Thomas E. Heffernan
Society—Libby Brennan

WILKES-BARRE (Pa.), RECORD (m); TIMES-LEADER-NEWS (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Christmas; July 4th. Times-Leader-News only.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. A. Gavin (m)
Book—Robert W. Johnson (m); Joseph T. Murphy (e)
Business-Financial—T. A. Gavin (m) (e)
Church—M. M. Bartlebaugh (m); James A. Crawley (e)
Columnist—J. J. McSweeney (e)
Editorial Writers—Robert W. Johnson (m); John J. McSweeney (e)
Food—T. A. Gavin (m) (e)
Librarian—John Wallace (e); John Wyda (m)
Motion Picture-Theatrical—T. A. Gavin (m)
Music—Dorothy E. Eshleman (m); Mrs. Wesley Woodruff (e)
Picture Editor—T. A. Gavin (m) (e)
Radio-Television—M. M. Bartlebaugh (m) (e)
Real Estate—N. E. Nelson (m) (e)
Travel—T. A. Gavin (m) (e)
Society—Margaret Johnson Roche (m); Gertude C. McNelis (e)

WILLIAMSPORT (Pa.), GRIT (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor, beer.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. B. Davis
Cartoonist—E. J. Ziegler
Columnists—Denton King; Roger Powers
Editorial Writer—J. M. Sheen
Fashion—Ann Kellenstine
Food—Erma M. Winner
Motion Picture-Theatrical—K. D. Loss
Picture Editor—R. F. Williamson
Radio-Television—T. A. Eidell

WILLIAMSPORT (Pa.), SUN-GAZETTE (e ex. Sun.
Advs. Not Accepted: Alcoholic beverages; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Paul E. Case
Editorial Writers—Paul Gilmore; Clifford Thomas (Features)
Society—Naomi Woolever

YORK (Pa.), DISPATCH (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Courtney Dunkel
Credit Mgr.—Irwin B. Quickel
Librarian—Alfred Neiman

YORK (Pa.), GAZETTE & DAILY (m)
Split Run Advertising: Every other paper except Thurs. or Fri.
Advs. Not Accepted: Liquor; patent medicines; clairvoyants; speculative mail order; personals.
Special Editions: Home Building (Apr.); Christmas Gift (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Walt Partymiller
Columnist—Charles M. Gitt
Editorial Writer—James Higgins
Farm—John Fortney
Fashion—M. Caroline Gable
Librarian—Lloyd B. Harris

RHODE ISLAND

NEWPORT (R. I.), DAILY NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14); Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.

PAWTUCKET (R. I.), PAWTUCKET TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Veteran's Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Ernest G. Abell
Editorial Writer—J. J. Monaghan
Address editorial correspondence to Sylvester Sprague.

PROVIDENCE (R. I.), JOURNAL (m); (S); BULLETIN (e)
Sunday color comics carried.
Advs. Not Accepted: Liquor (S).
No Editions: (Bulletin only) New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Group Membership; Metropolitan Sunday Group.
Radio Station Affiliation: WEAN and WPJB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George F. Troy, Jr. (m) (e) (S)
Business-Financial—George H. Arris (m) (e) (S)
Cartoonists—Burges Green (m) (S); Paule Loring; Frank Lanning (e); John Fawcett
Church—Robert Whitaker (m) (e) (S)
Columnists—Barry Brown; George Popkin; Deborah Walker; Mae Keighley (m); Sue Bailey Reid (m); Etta V. Leighton; Richard Reynolds; Earl Lofquist; Lynne Lambrecht (S); John Hanlon (e)
Credit Mgr.—Everett O. White
Editorial Writers—Barry Brown; George W. Potter; James J. Doyle; Winston Phelps; Robert B. Graham; Paul E. Moyer; David M. Cameren; Orlando B. Potter (m) (e) (S)
Education—James K. Sunshine (m) (e) (S)
Farm—Leonard O. Warner (m) (e) (S)
Fashion—Madeliene Corey (m) (e) (S)
Food—Mae Keighley (m) (e) (S)
Garden—Henry F. Reilly (S)
Librarian—Elliott Andrews (m) (e) (S)
Motion Picture-Theatrical—Bradford F. Swan (m) (e) (S)
Music—Bradford F. Swan (m) (e) (S)
Personnel Manager—Wilbur A. Bromage (m)
Photo. Dept. Mgr.—Clinton H. Cram (m) (e) (S)
Picture Editor—Kenneth W. Parker (m) (S); William Reilly (e)
Radio-Television—Ted Holmberg (m) (e) (S)
Real Estate—A. Russell Didsbury (S)
Society—Catherine Lynch (m) (e) (S)

WESTERLY (R. I.), SUN (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; Independence Day; V-J Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles W. Utter
Editorial Writer—Charles W. Utter
Farm—Leo Dotolo
Garden—E. P. Christopher
Personnel Mgr.—Charles W. Utter
Photo. Dept. Mgr.—George H. Utter

WEST WARWICK (R. I.), PAWTUXET VALLEY DAILY TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1955); Labor Day; Columbus Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilton P. Hudson
Aviation—Wilton P. Hudson
Book—Wilton P. Hudson
Business-Financial—Daniel T. Burns
Cartoonist—Emile Trahan
Church—Wilton P. Hudson
Columnists—Richard H. Kirchmeyer; Wilton P. Hudson; Ambrose R. Smith
Editorial Writers—Daniel T. Burns; Wilton P. Hudson
Education—Wilton P. Hudson
Farm—Ronald L. A. Anderson
Fashion—Helen Lackey
Food—Ronald L. A. Anderson
Garden—Ronald L. A. Anderson
Librarian—Helen Lackey
Motion Picture-Theatrical—Wilton P. Hudson
Music—Wilton P. Hudson
Photo. Dept. Mgr.—Richard H. Kirchmeyer
Picture Editor—Richard H. Kirchmeyer
Radio-Television—Irving Havens
Real Estate—Daniel T. Burns
Travel—Wilton P. Hudson
Society—Mary Pacheco

WOONSOCKET (R. I.), CALL (e)
Split Run Advertising; Every-other Paper.
No Editions: New Years; Decoration Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WWON, WWON-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William A. Crouse
Aviation—Paul L. Smith
Book—Edgar J. Allaire
Business-Financial—Paul L. Smith
Church—Edgar J. Allaire
Columnist—Greg Greene (sports)
Credit Mgr.—Russell N. Bentley
Editorial Writers—Paul L. Smith; William A. Crouse; Edward Berman
Education—Martin S. Bander
Farm—Harold T. Gilbert
Fashion—Eileen Doyle Hurley
Food—Eileen Doyle Hurley
Garden—Edward Berman
Librarian—Mabel E. Hunter
Motion Picture-Theatrical—Drew W. Deacon
Music—Louise J. Lind
Photo. Dept. Mgr.—Francis A. Pelletier
Picture Editor—Andrew P. Palmer
Radio-Television—Drew W. Deacon
Real Estate—William A. Crouse
Travel—Buell W. Hudson
Society—Eileen Doyle Hurley

SOUTH CAROLINA

AIKEN (S. C.), STANDARD & REVIEW (m)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Ed. Kenney

ANDERSON (S. C.), MAIL (e); INDEPENDENT (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Palmists.
Special Editions: New South (Jan.); Auto & Cooking School (Feb.); S. C. Almanac (Dec.); Homemakers Guide (Apr. & Sept.).
No Editions: Christmas Day.
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WAIM & WCAC (FM)
Television Station Affiliation: WAIM-TV (CBS and ABC) Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert Hall (m) (S); Joe Pruitt (e)
Aviation—Gerald Shore (m) (S)
Book—Frank Dickson (m) (S)
Cartoonist—Lou Paige (m) (S)
Church—S. A. Hall (m) (S); Carey Hayes (e)
Columnists—T. F. Acker (m) (S); Charles Garrison (m) (S); Hue Phillips (m) (S); M. B. Camak (m) (S)
Credit Mgr.—J. D. McCoy
Editorial Writers—L. S. Hembree (m) (S); J. B. Hall (e); James R. Young (e)
Education—Mrs Charlotte Parrish (m) (S)
Farm—James Blessing (m) (S)
Fashion—Carolyn Hodges (m) (S); Mrs. Margaret Gilmore (e)
Food—Carolyn Hodges (m) (S)
Garden—Mrs. Marjorie Young (m) (S)
Librarian—Mrs. Kayle Turner (m) (e) (S)
Motion Picture-Theatrical—Kayle Turner (m) (e) (S)
Music—Martha Sheely (m) (S); Mrs. Emma Lee F. Holman (e)
Personnel Manager—J. D. McCov
Photo. Dept. Mgr.—Gerald Shore (m) (S)
Picture Editor—T. F. Acker (m) (S)
Radio-Television—G. Paul Browne (m) (S)
Real Estate—Herbert Hall (m) (S)
Travel—Mrs. Marjorie Young (m) (S)
Society—Carolyn Hodges (m) (S); Margaret Gilmore (e)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CHARLESTON (S. C.), THE NEWS AND COURIER (m); POST (e); THE NEWS AND COURIER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily; 1 color Sunday.
Sunday color comics carried.
Special Editions: Spring Fashions (Mar.); Your Home (Apr.); Christmas Shopping (Dec.);
No Editions: Christmas (e); Dec. 26 (m).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Bryan W. Collier (m); Mrs. Charlotte Walker (e)
Church—Mrs. Marjorie C. Campbell (m); Basil W. Hall (e)
Columnist—H. R. Sass (m)
Credit Mgr.—E. H. B. Perry
Editorial Writers—T. R. Waring; A. M. Wilcox (m); R. M. Hitt, Jr.; Manning J. Rubin (e)
Farm—John G. Leland (m); Belvin B. Horres (e)
Fashion—Mrs. Charlotte Walker (e); Mrs. Lucy Green (m)
Food—Miss Agnes Boinest (m); Mrs. Charlotte Walker (e)
Librarian—E. H. Losse (m) (e)
Motion Picture-Theatrical—S. A. Cothran (m) Basil W. Hall (e)
Personnel Mgr.—Miss Julia W. McIver
Society—Mrs. Lucy Green (m); Mrs. Charlotte Walker (e)

COLUMBIA (S. C.), STATE (m) (S); RECORD (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Syndicated Magazine Section Carried: The American Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert V. Ackerman (m)
Cartoonists—Jack Smyrl (m)
Credit Mgr.—L. Gregory Pearce
Personnel Mgr.—Ambrose G. Hampton
Photo. Dept. Mgr.— Richard H. Taylor (m) (e)

FLORENCE (S. C.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Spring (Mar.); Fall (Sept.); Christmas (Dec. 25).
No Editions: Dec. 26.
Group Membership: Southeastern Color Comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. M. O'Dowd
Editorial Writers—James A. Rogers
Farm—Bev. Ballard
Photo. Dept. Mgr.—Tom Kirkland
Picture Editor—Tom Kirkland
Society—Pat MacEachern

GREENVILLE (S. C.), NEWS (m) (S); PIEDMONT (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Fri. & Sun. (m).
Sunday color comics carried.
Split Run Advertising: Not Accepted.
Advs. Not Accepted: Rebuilt Appliances; Fortune Tellers.
Special Editions: Basketball Edition (Feb.); Home Appliances (Mar.); Baby Edition (Apr.); Graduation (May); Back-to-School Edition (Aug.); Textile Edition (every 2 yrs.); Home Fashion Time (Sept.); Football Edition (Sept.); Christmas Shopping (Nov.); Textile Workers' Days (Nov.); Christmas Greetings (Dec.)
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WFBC AM & FM.
Television Station Affiliation: WFBC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert Smeltzer
Cartoonist—L. C. Shelton, Jr. (m) (S)
Church—Gil Rowland; Mrs. Lucille Thomas
Columnists—L. N. Foy (m) (S); D. A. Tillinghast (e)
Credit Mgr.—Miss Minnie S. Crane
Editorial Writers—L. N. Foy (m) (S); Wayne Freeman (m) (S); D. A. Tillinghast (e); Wm. F.Gaines (e)
Fashion—Jean Layton (m) (S); Anita Whaley (e)
Food—Paul Barrett (e)
Garden—Mrs. Etca W. Peace (m) (S)
Librarian—Mrs. Lib Keating
Motion Picture-Theatrical—Barbara Sammons; Robert Smeltzer
Photo. Dept. Mgr.—Heyward Lupo (m) (e) (S)
Society—Jean Layton (m) (S); Anita Whaley (e)

GREENWOOD (S. C.), INDEX-JOURNAL (e)
Split Run Advertising: Every-other Paper Sat.
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. E. Chaffin
Church—Margaret Watson
Editorial Writer—J. E. Chaffin
Education—Margaret Watson
Farm—J. E. Chaffin
Fashion—Sara Catherine Wilkinson
Food—Sara Catherine Wilkinson
Music—Margaret Watson
Photo. Dept. Mgr.—Charles Haralson
Picture Editor—Charles Haralson
Radio-Television—J. E. Chaffin
Society—Sara Catherine Wilkinson

ORANGEBURG (S. C.), TIMES and DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Spring Fashions (Mar.); Fishing (Apr.); Back to School (Sept.); Fall Fashions (Sept.); County Fair (Oct.); Cooking School (May); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: Christmas
Radio Station Affiliation: WTND & WORG-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Ed Sims
Editorial Writer—Ed Sims
Farm—John Whalen
Fashion—Gene Ulmer
Food—Gene Ulmer
Personnel Mgr.—Ernie Wiggins
Photo. Dept. Mgr.—J. L. Sims
Picture Editor—Frank Myers
Society—Gene Ulmer

ROCK HILL (S. C.), HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Annual Special Editions: Spring Fashions (Mar.); Dollar Days (Mar. & July); Home Furnishings (May); Graduation (May); Rock Hill Days (Oct.); Back to School (Aug.); Fall Fashions (Sept.); Football (Sept.); Home Furnishings, Gas & Elec. Appliances & TV (Sept.); Christmas opening (Nov.); Christmas Greeting (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—T. Patrick
Book—Talbot Patrick
Business-Financial—Talbot Patrick
Church—Hal Allen
Editorial Writer— Marshall Doswell
Photo. Dept. Mgr.—Earl Roberts
Picture Editor—Hal Allen
Travel—T. Patrick
Society—Mrs. Elizabeth Reed

SPARTANBURG (S. C.), HERALD (m); JOURNAL (e); HERALD (S)
Sunday color comics carried.
Advs. Not Accepted: Mail order.
Special Editions: Business and Industrial Review (Jan.) or (Feb.); Football (Sept.); Vacation (May).
No Editions: Christmas; Morning and Afternoon editions combined New Years; July 4th, Labor Day; and Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jim Morgan
Church—Mrs. Dorothy Cline
Columnist—C. O. Hearon
Editorial Writers—T. A. Smith (e); Hubert Hendrix (m) (S)
Farm—John Wilson
Fashion—Mrs. Dorothy Cline
Food—W. E. Seifert
Librarian—Mrs. T. S. Bradford
Photo. Dept. Mgr.—Randolph Bradford
Society—Mrs. Dorothy Cline

SUMTER (S. C.), ITEM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Guest
Aviation—Ray Guest
Book—Margaret McElveen
Business-Financial—J. E. McKnight
Church—F. Hildebrand
Editorial Writer—H. D. Osteen
Education—F. Hildebrand
Farm—Margaret McElveen
Fashion—Margaret McElveen
Motion Picture-Theatrical—J. E. McKnight
Music—F. Hildebrand
Photo. Dept. Mgr.—H. M. Crowson
Picture Editor—F. Hildebrand
Radio-Television—J. E. McKnight
Real Estate—J. E. McKnight
Society—Margaret McElveen

UNION (S. C.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving.

SOUTH DAKOTA

ABERDEEN (S. D.), AMERICAN-NEWS (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily and Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail order copy.
Special Editions: (e) Christmas Gift Catalog (Nov.); Back to School (Aug.); (S) Spring Farm Forum (Mar.); Spring Fashion (Apr.); Fall Fashion (Aug.); Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mil Seeman
Book—Henry J. Schmitt
Business-Financial—E. J. Karrigan
Church— Robert L. Johnson
Columnists—Max Cooper, Evelyn VanWagner
Editorial Writers—Henry J. Schmitt, E. J. Karrigan
Education—E. J. Karrigan
Farm—Max Cooper
Fashion—Evelyn VanWagner
Food—Evelyn VanWagner
Garden—Evelyn VanWagner
Photo. Dept. Mgr.—E. J. Karrigan
Picture Editor—E. J. Karrigan
Radio-Television—Robert L. Johnson
Society—Evelyn VanWagner

HURON (S. D.), HURONITE & PLAINSMAN (e) (S)
Advs. Not Accepted: Mail order.
Special Editions: Farm Edition (Feb.); State Fair Edition (Aug.); Fashion Editions (Apr. & Sept.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Labor Day.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jeanette C. Lusk
Columnists—Richard A. Williams; Robert D. Lusk
Editorial Writers—Robert D. Lusk; Richard A. Williams
Farm—Richard A. Williams
Fashion—Gertrude Lampe
Food—Gertrude Lampe
Motion Picture-Theatrical—Bill Plummer
Photo. Dept. Mgr.—John Mitchell
Society—Gertrude Lampe

LEAD & DEADWOOD (S. D.), LEAD CALL (e) DEADWOOD PIONEER-TIMES (e)
Special Editions: Easter-Spring (Apr.); Days of '76 (July); Fall-Winter (Sept.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl Keith
Book—Carl Keith
Editorial Writer—Carl Keith
Society—Lois Crowley

MADISON (S. D.), LEADER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Ruby Kuchenbecker

MITCHELL (S. D.), REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John Whalen; E. M. Brady

PIERRE (S. D.), CAPITAL JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—R. B. Hipple
Society—Gerry Robbins

RAPID CITY (S. D.), JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Special Editions: Spring Style (S) (Apr.); Fall Style (S) (Sept.)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Warren Morrell (e); Jack Cannon (S)
Credit Mgr.—W. C. Wagman
Editorial Writers—R. W. Hitchcock; Warren Morrell
Garden—Ruby Lee
Society—Dorothy Moreton

SIOUX FALLS (S. D.), ARGUS-LEADER (e) (S)
Sunday color comics carried.
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Wed.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Herb Bechtold; Craig Stoltz; Nettie Cardin
Credit Mgr.—Wm. T. Haggar
Editorial Writer—Fred C. Christopherson
Farm—F. G. Gilbride
Food—Mrs. Grace Nelson

WATERTOWN (S. D.), PUBLIC OPINION (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Special Editions: Agricultural Ed. (Jan.); Back To School Ed. (Aug.); Fall Fashion Ed. (Sept.); Spring Fashion Ed. (Mar.); Building & Remodel Ed. (Feb).
No Editions: Christmas; New Years; Thanksgiving; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. J. Albrook
Aviation—Alex Johnson
Book—P. J. Albrook
Business-Financial—P. J. Albrook
Church—P. J. Albrook
Columnist—Alex Johnson
Editorial Writer—P. J. Albrook
Education—P. J. Albrook
Farm—Richard Cords
Fashion—Josephine Elliott
Food—Josephine Elliott
Garden—Richard Cords
Librarian—Gerald Hallauer
Motion Picture-Theatrical—James Miller
Photo. Dept. Mgr.—Alex Johnson
Picture Editor—Alex Johnson
Radio-Television—Alex Johnson
Real Estate—P. J. Albrook
Travel—Richard Becker
Society—Josephine Elliott

YANKTON (S. D.), PRESS & DAKOTAN (e)
Special Editions: Spring Opening (Feb. & Mar.); Back to School (Aug.); Christmas Open. (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Byron G. Taft
Columnists—Byron G. Taft; Mrs. Dale Bruget; Don Bierle
Editorial Writers—Fred H. Monfore; Byron G. Taft
Education—Mrs. Dale Bruget
Farm—Marvin J. Scott
Motion Picture-Theatrical—Byron G. Taft
Music—Mrs. Dale Bruget
Photo. Dept. Mgr.—Byron G. Taft
Picture Editor—Byron G. Taft
Radio-Television—Byron G. Taft
Society—Mrs. Dale Bruget

TENNESSEE

ATHENS (Tenn.), POST-ATHENIAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Athens Days (Jan. & July); Fair (Sept.); Shopper Guide (Dec.); Greetings (Dec.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Food column. Daily & Thurs.
Radio Station Affiliation: WLAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Neal Ensminger
Business-Financial—Lowell F. Arterburn
Church—J. Neal Ensminger
Columnists—Lowell F. Arterburn; J. Neal Ensminger; Elmer H. Sipe
Editorial Writers—Lowell F. Arterburn; J. Neal Ensminger
Education—J. Neal Ensminger
Farm—Claud Ensminger
Fashion—Mrs. Henry Boyd
Food—Betty Davis
Garden—Norma Barnett
Motion Picture-Theatrical—Norma Barnett
Music—Mrs. Henry Boyd
Photo. Dept. Mgr.—Elmer H. Sipe
Picture Editor—Elmer H. Sipe
Society—Betty Davis

BRISTOL (Tenn.), HERALD COURIER (m) (S); VIRGINIA-TENNESSEAN (e)
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—James Baxley (m); Herman Giles (e) (S)
Business-Financial—Dick McCaffrey (m); Roy Elkins (S)
Church—Reva Gilmer (m) (S); Margaret Forbush (e)
Credit Mgr.—Joe Beach
Editorial Writers—James Baxley (m) (S); Herman Giles (e) (S)
Education—Robert Loving (S)
Farm—John S. Riley (m) (S); Ed McDonald (e)
Fashion—Lilian Childress (m); Margaret Forbush (e); Reva Gilmer (S)
Food—Reva Gilmer (m) (S); Margaret Forbush (e)
Garden—Reva Gilmer (m) (S); Margaret Forbush (e)
Librarian—Marie Gibson (m) (e) (S)
Photo Dept. Mgr.—Harrison Hall (m) (E) (S)
Picture Editor—Herman Giles (e)
Real Estate—Robert Loving (m); Roy Elkins (e)
Society—Lilian Childress (m) (S); Margaret Forbush (e)

CHATTANOOGA (Tenn.), NEWS FREE PRESS (e); TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages, (accepted in "Times" only.)
Special Editions: Progress (Jan.); Farm (Mar.); Products & Services (July); Back To School (Aug.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gilbert Govan (m) (S); K. W. Exum (e)
Business-Financial—Fred Schneider (m) (S)
Church—Zillah Hickox (m) (S); Hilda M. Spence (e)
Columnists—Alfred Mynders (m) (S); Hays Clark (e)
Editorial Writers—Alfred Mynders (m) (S); Martin Ochs (m) (S); Lee S. Anderson (e)
Farm—Mouzon Peters (m) (S); John Pinckney (e)
Fashion—Isabelle Howe (m) (S); Virginia Chumley (e)
Food—Isabelle Howe (m) (S)
Garden—George Hull (m) (S)
Librarian—Louise McCamy (m) (S); Kitty Kenyon
Motion Picture-Theatrical—Theodore Strongin (m) (S)
Music—Theodore Strongin (m) (S)
Photo. Dept. Mgr.—George Hull (m) (S)
Society—Frances Williams (m) (S); Garnette Rice (e)

CLARKSVILLE (Tenn.), LEAF-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Days available: Daily except Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Fort Campbell (Sept.); Buddy Edition (Dec.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Sykes
Book—Martha C. Charlet
Editorial Writer—Stanley Gower
Farm—Doug Norman
Fashion—Mary McClendon
Food—Mary McClendon
Garden—Mary McClendon
Librarian—Betty Huffman
Society—Mary McClendon
TV—Martha C. Charlet

CLEVELAND (Tenn.), BANNER
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Industrial (Sept.); FFA (Apr.).
No Editions: July 4; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pledger Wattenbarger
Business-Financial —Syd S. Gould
Church—Ben Townsend
Editorial Writer—Syd S. Gould
Education—Ben Townsend
Farm—Ben Townsend
Fashion—Cynthia Stuart
Food—Cynthia Stuart
Garden—Cynthia Stuart
Motion Picture-Theatrical—Pledger Wattenbarger
Music—Ruth George
Photo. Dept. Mgr.—Bob White
Picture Editor—Bob White
Radio-Television—Kenneth Tarpley
Real Estate—Ben Townsend
Society—Cynthia Stuart

COLUMBIA (Tenn.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Big Brothers (Dec.); Junior League (Apr.).
No Editions: Thanksgiving; July 4th; Christmas; New Years.
Food and/or Household Dept.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Finney
Aviation—Jack Dealy
Book—Louise Redman
Business-Financial—John W. Finney
Church—Mrs. John W. Finney
Columnist—W. D. Hastings, Sr.
Credit Manager—L. T. Fleming
Editorial Writers—John W. Finney; W. D. Hastings, Sr.
Education—Mrs. John W. Finney
Farm—John W. Finney
Fashion—Louise Redman
Food—Louise Redman
Garden—John W. Finney
Librarian—Doug. Underwood
Personnel Manager—Bryant Williams
Photo. Dept. Mgr.—Doug. Underwood
Picture Editor—Doug. Underwood
Real Estate—Mrs. John W. Finney
Travel—John W. Finney
Society—Louise Redman

DYERSBURG (Tenn.), STATE-GAZETTE (e)
No Editions: Christmas; July 4th; Thanksgiving.
Radio Station Affiliation: WDSG.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Russell M. D. Bruce.
Credit Manager—A. LeRoy Ward
Personnel Manager—A. LeRoy Ward

ELIZABETHTON (Tenn.), STAR (e ex. Sat.) (S)
Back Page Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Spring Fashion (May); Garden & Home (June); Back-to-School (Aug.); Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Petrey
Book—Betty Sue Grindstaff
Business-Financial—Inez McAnally
Church—Ruby Ford
Columnist—Frank Robinson
Editorial Writer—Frank Robinson
Farm—Arthur Petrey

(Continued on Page 228)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TENNESSEE—Cont'd

(Continued from Page 227)

ELIZABETHTOWN (Tenn.) STAR—Cont'd

Fashion—Ruby Ford
Food—Betty Sue Grindstaff
Garden—Arthur Petrey
Photo. Dept. Mgr.—Gordon Ward
Picture Editor—Gordon Ward
Real Estate—Jack Shell
Society—Ruby Ford

GREENEVILLE (Tenn.), SUN (e)
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Nov.); Graduation (May); Bargain Days (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. O. Susong; Q. M. O'Keefe
Editorial Writers—E. O. Susong; Q. M. O'Keefe; J. M. Jones
Society—Ruth Keller

JACKSON (Tenn.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Fashion (Mar. & Aug.); Back To School (Aug.); Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Wed. & Thurs. food section.
Radio Station Affiliation: WTJS - WTJS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emma Inman Williams (S)
Church—R. P. Mahon
Editorial Writer—Harris Brown (e) (S)
Photo Dept. Mgr.—Jim D. Lowrey (e) (S)
Picture Editor—James Elliott
Society—Mrs. Paul Meadows (e) (S)

JOHNSON CITY (Tenn.), PRESS-CHRONICLE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Farmer's Institute (Feb.); Home-Garden (May); Furniture-Appliances (Sept); Picnic (July); City Wide Sales (Apr-Sept); Cooking Edition (Tab) (Oct.); Baby Edition (Apr.).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WETB
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George Kelly
Farm—Sue Thomas
Fashion—Ruth Hodges
Food—Dorothy Hamill
Garden—Sue Thomas
Librarian—Hazel Wiley
Photo. Dept. Mgr.—Jimmy Ellis
Society—Ruth Hodges

KINGSPORT (Tenn.), NEWS (m); TIMES (e ex. Sat) TIMES-NEWS (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Special Editions: Home-Garden (Mar.); Home Furnishings (Sept.); Fashion (Spring, Fall).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William Freehoff (m) (e) (S)
Church—Dorothy Brimer (m) (e) (S)
Columnists—W. J. McAuliffe; William Freehoff (S)
Credit Mgr.—Ben Haden
Editorial Writers—W. J. McAuliffe (m) (e); William Freehoff (m) (e)
Farm—William Barnett (m) (e)
Fashion—Dorothy Ring (m) (e)
Food—Dorothy Ring (m) (e)
Librarian—Dorothy Brimer (m) (e) (S)
Motion Picture-Theatrical—Dorothy Brimer (m)
Photo. Dept. Mgr.—Ellis Binkely (S)
Travel—Frank Creasy (e)

KNOXVILLE (Tenn.), JOURNAL (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Daily color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions; Spring Fashions (Apr.); Vacation (Apr.); Back to School (Aug.).
Food and/or Household Dept.: Food pages Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Vic Weals; Virginia Ragsdale; Tom Anderson; Ben Byrd; Ed Harris; Raymond Edmunds; Pat Fields
Farm—Walter Amann
Fashion—Virginia Ragsdale
Food—Mary Shelton
Librarian—Margie Trent
Motion Picture-Theatrical—Georgia Higman
Music—Malcolm Miller
Photo. Dept. Mgr.—Tom Greene
Radio-Television—Georgia Higman
Society—Virginia Ragsdale

KNOXVILLE (Tenn.), NEWS-SENTINEL (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Woods & Waters (May); Baby Section (Apr.); Recipe for Summer Living and June Dairy Month (May); Back to School (Aug.); Christmas Gift Section (Nov.); Home Show (varying date).
Split Run Advertising: Every-other Paper or by editions.
Print Own Magazine: Yes.
Magazine Section Carried: Parade.
Group Membership: Jessie's Notebook; Outdoor Tips.
Food and/or Household Dept.: Food column & household hints on Thurs. & Sun.
Radio Station Affiliation: WNOX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Orcutt
Aviation—C. W. Orcutt
Book—Lucy Templeton
Business-Financial—C. W. Orcutt
Cartoonists—Bill Dyer; Paul Fogarty
Church—Margaret Ragsdale
Columnists—Bert Vincent; Hugh Allen; Tom Siler
Editorial Writer—Loye W. Miller
Education—Various
Farm—Homer Clouts
Fashion—Blanche Grace Davis
Food—Blanche Grace Davis
Garden—William Cole
Librarian—Mrs. Shirley Carter
Motion Picture-Theatrical—Gunby Rule; Hugh Allen
Music—Gunby Rule
Picture Editor—C. W. Orcutt
Radio-Television—Hugh Allen
Real Estate—Hugh Allen
Travel—Hugh Allen
Society—Blanche Grace Davis

MARYVILLE-ALCOA (Tenn.), TIMES (e ex. Sat)
Advs. Not Accepted: Liquor; beer.
Special Editions: Spring and Fall Fashions (Apr. & Aug.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer —Clyde B. Emert;
Music—Garnet Manges

MEMPHIS (Tenn.), THE COMMERCIAL APPEAL (m); MEMPHIS PRESS-SCIMITAR (e); THE COMMERCIAL APPEAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily (m) (e) (S).
Sunday color comics carried.
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted; no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Community Bargain Days (m-e) (Feb.-Aug.); Home Show (m-e) (Apr.); Appliance Show (m-e) (Apr.); Fashion (S) (Apr.); Snowflake Appliance (m-e) (Nov.); Parade of Homes (m-e) (Sept.); Christmas Gift Guide (m-e) (Nov.); Home Furnishings (m-e) (Oct.); Cotton Carnival (S).
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Nancy Sasser
Food and/or Household Dept.: Complete Food Section every Friday (m). Special food columns and adv. every Thurs. (e).
Radio Station Affiliation: WMC and WMCF.
Television Station Affiliation: WMCT-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. C. Bailey (m) (e) (S)
Aviation—Morris Baker (m) (S); Hilmon Pinegar (e)
Book—Paul Flowers (m) (S); Edwin Howard Charles Roper (e)
Business-Financial—Gerald Dearing (m)
Cartoonist—Calvin Alley (m) (S); Harold M. Talburt (E)
Church—Larue Gilleland (m) (S); Thomas N. Pappas (e)
Columnists—Walter Stewart (m) (S); Gerald Dearing (m) (S); David Bloom (m) (S); Paul Flowers (m) (S); Lydel Sims (m) (S); Henry Reynolds (m) (S); Penelope Pepys (S); Penny Jr. (m) (S); Morris Baker (m); Eldon Roark (e); George Bugbee (e); Paul Fairleigh (e)
Credit Mgr.—R. Bruce DeWese
Editorial Writers—Jack Carley (m) (S); W. C. Teague (m) (S); Paul Coppock (m) (S); Edw. J. Meeman (e); J. Z. Howard
Education—John W. Spence (e); Reece Wells (m)
Farm—Walter Durham (m) (S); T. M. Meanly (e)
Fashion—Ida Clemens (m) (S); Hugh Frank Smith (e)
Food—Ruth Jacquemine (m) (S); Alice Pitts (e)
Garden—Henry Mitchell (m) (S); Mary S. Smith (e)
Librarian—Katie Sue Drew (m) (S); Catherine Cothran (e); Frank Watson (e)
Motion Picture-Theatrical—Ben S. Parker (m) (S); Edwin Howard (e)
Music—Ben S. Parker (m) (S); Louise Nolan Ahrens (e)
Photo. Dept. Mgr.—Charles Nicholas (m) (S); Fred Payne (e)
Picture Editor—E. B. Blackburn (m) (S); Luther Southworth (e)
Radio-Television—Henry Mitchell (m) (S); Robert Johnson (e); Louise Nolan Ahrens (e)
Real Estate—Mike McGee (m) (S); Lois Ray Crowe (e)
Travel—James Cortese (m) (S); Mary Allie Taylor (e)
Science—Ida Clemens (m) (S); Roy Hamilton (e)
Society—Mary George Beggs (m) (S); Mary Raymond (e)

MORRISTOWN (Tenn.), GAZETTE-MAIL (e) (S)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor (d) (S)
Special Editions: Easter (April); Clean-Up-(Apr.); Christmas (Dec.).
No Editions: July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John Helms III; C. O. Helms
Editorial Writers—John Helms III
Society—Mrs. Thelma Jarnagin

NASHVILLE (Tenn.), BANNER (e)
Run-of-Paper Color Advs.: Full color daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Mrs. Louise Lequire
Book—Mrs. Mary Stahlman Douglas
Business-Financial—Ross Fitzgerald
Cartoonist—Jack Knox
Church—Bob Bell, Jr.
Columnists—Fred Russell; Dick Battle; Jim Scott; Francis X. ("Red") O'Donnell; Mrs. Louise Lequire; Ross Fitzgerald
Editorial Writer—A. C. Dunkleberger
Education—Chester Campbell
Farm—Jesse Safely
Fashion—Ruth Wood
Food—Ruth Wood
Garden—Jesse Safley
Librarian—Mrs. Lee C. Jessup
Motion Picture-Theatrical—Bob Battle
Music—Sydney Dalton
Photo. Dept. Mgr.—John Malone
Color Photo.—John Morgan
Radio-Television—Francis X. ("Red") O'Donnell
Real Estate—Ross Fitzgerald
Society—Emmie Keeble

NASHVILLE (Tenn.), TENNESSEAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Boating—Jim Whiteshield
Book—Richmond C. Beatty
Business-Financial—Albert Cason
Cartoonists—Tom Little; Charles O. Bissell
Church—James W. Carty, Jr.
Columnists—Mrs. Ruth Campbell; Joe Hatcher; Raymond Johnson; Margaret Lindsley Warden.
Drama-Art—Mrs. Clara Hieronymus
Editorial Writers—John H. Nye; Lloyd Armour
Farm—Hal M. Herd
Fashions—Marilyn Maury (Mrs. Clifford Sargent)
Food—Mrs. Nelle Dale Stewart
Librarian—John R. Parrish, Jr.
Magazine—Allen Pettus
Motion Picture-Theatrical—Mrs. Clara Hieronymus
Music—Louis Nicholas
Outdoor—Bob Steber
Photo. Dept. Mgr.—Eldred Reaney
Radio-Television—Mrs. Clara Hieronymus
Real Estate—Albert Cason
Travel—Hugh Walker
Society—Mrs. Charles Martin

OAK RIDGE (Tenn.), OAK RIDGER (e ex. Sat)
Split Run Advertising: Every-other Paper.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marge Hurst
Book—Don McKay
Cartoonist—Jim Smollen
Church—Sally Latham
Columnists—Evan Means; Gene O'Bleniss; Dot DeCamp
Editorial Writers—R. D. Smyser; Don McKay
Fashion—Sally Latham
Food—Sally Latham
Garden—Sally Latham
Librarian—Dot DeCamp
Motion Picture-Theatrical—Sally Latham
Music—Sally Latham
Picture Editor—Bob Cairns
Real Estate—Dick Smyser
Travel—Dick Smyser
Society—Sally Latham

PARIS (Tenn.) POST-INTELLIGENCER (e)
Advs. Not Accepted: Liquor.
Special Editions: Vacation (May).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—W. Percy Williams
Editorial Writers—W. Percy Williams; Chas. Ernest Williams
Society—Corinne Diggs

SHELBYVILLE (Tenn.), TIMES-GAZETTE (e ex. Sat.)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas (Dec.); 3 Days (Mar. & Aug.)
No Editions: Christmas; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. N. Mae Morgan
Credit Manager—Franklin Yates
Editorial Writer—Franklin Yates
Photo. Dept. Mgr.—Franklin Yates
Picture Editor—Franklin Yates

UNION CITY (Tenn.), MESSENGER (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); City-Wide retail merchant's Promotion (3 per yr.); Christmas.
No Editions: July 4th; Labor day; Thanksgiving; Christmas.

TEXAS

ABILENE (Tex.), REPORTER-NEWS (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Hereford Edition (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas: Thanksgiving; (e only).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Bob Phillips
Church—Don Lewis
Columnists—Bob Cooke (m) (S); Sherwyn McNair (m) (S); Don Oliver (m) (S); Fred Sanner (e) (S); Mal Elliott (e); Jimmy Browder (e); Earle Walker (S)
Credit Mgr.—A. B. Shelton
Editorial Writer—Frank Grimes
Farm—Bob Cooke
Food—Betty Hughes
Garden—Katharyn Duff
Librarian—Myrtle Fowler
Motion Picture-Theatrical—A. C. Greene
Music—A. C. Greene
Society—Katharyn Duff

ALICE (Tex.), ECHO (e ex. Sat) (S)
Daily and Sunday color comics carried.
Special Editions: Oil Progress (Oct.); Christmas Edition (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—V. D. Ringwald
Farm—Tex McCord
Fashion—Doris Meyer
Food—R. Robinson
Garden—Robbie Robinson
Photo. Dept. Mgr.—Tommy Freeman
Picture Editor—Tommy Freeman
Real Estate—Robbie Robinson
Society—Gloria Broakshire

AMARILLO (Tex.), NEWS (m); GLOBE-TIMES (e); NEWS-GLOBE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Group Membership: Texas Sunday Comic Group.
Food and/or Household Dept.: Food column.
Radio Station Affiliation: KGNC.
Television Station Affiliation: KGNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Gilstrap (m) (e) (S)
Aviation—Delbert Eaves (m) (S)
Book—Alice Timmons (m) (S)
Business-Financial—Harry Gilstrap (m) (e) (S)
Cartoonist—Gene Miller (m) (S)
Church—A. F. Kiersey (m)
Columnists—Wes Izzard (m); Lois Wimberly (m); D. E. Scott (m); Harry Gilstrap (m); Paul Timmons (S); Thomas H. Thompson (e); Felix Phillips (e); Bob Wear (S); Putt Powell (e)
Editorial Writer—Louise Evans (m) (e)
Farm—Burl McClellan (m) (S)
Fashion—Frances Dolfin (e)
Food—Lumarion Summer (e) (S)
Garden—Alice Timmons (m)
Librarian—Theresa Brawley (m) (e) (S)
Motion Picture-Theatrical—Bill McReynolds (m) (e) (S)
Music—Bill McReynolds (e)
Oil—N. D. Bartlett
Photo. Dept. Mgr.—Woodfin Camp (m) (e) (S)
Picture Editor—Bonnie Merriman
Radio-Television—Bill McReynolds (e)
Real Estate—Harry Gilstrap
Travel—Alice Timmons (m)
Society—Frances Dolfin (m) (e) (S)

ATHENS (Tex.), REVIEW (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Spring; Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Year's; Labor Day.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. M. Kemp
Aviation—H. M. Kemp
Book—Laura Collins
Business-Financial—Richard E. Dwelle
Church—Laura Collins
Credit Manager—R. E. Dwelle
Editorial Writers—R. E. Dwelle; H. M. Kemp
Education—H. M. Kemp
Fashion—Laura Collins
Food—Laura Collins
Garden—Laura Collins
Librarian—Mrs. C. M. Weekley
Motion Picture-Theatrical—Laura Collins
Music—Mrs. C. M. Weekley
Personnel Manager—R. E. Dwelle
Photo. Dept. Mgr.—R. E. Dwelle
Picture Editor—H. M. Kemp
Radio-Television—Bill Speake
Real Estate—H. M. Kemp
Travel—Laura Collins
Society—Laura Collins

AUSTIN (Tex.), AMERICAN (m); STATESMAN (e); AMERICAN-STATESMAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wm. S. Warren
Business-Financial—William J. Weeg
Cartoonist—H. H. Hartley
Church—D. L. Prentice
Columnists—Raymond Brooks; R. O. Zollinger; Lorraine Barnes; John Bustin; Louis Maysel; J. Frank Dobie; Bill Warren; Virginia Snow; Tex Mayhall
Credit Mgr.—Howard Urbantke
Editorial Writers—Raymond Brooks; R. O. Zollinger
Farm—Dave Shanks
Fashion—Nell Fenner
Food—Nell Fenner
Garden—Clare Ogden Davis
Librarian—Dolores Gonzales
Motion Picture-Theatrical—J. C. Bustin
Music—J. C. Bustin
Personnel Mgr.—W. F. Thompson
Photo. Dept. Mgr.—Jim Southerland
Picture Editor—Bob Rogers
Radio-Television—J. C. Bustin
Real Estate—William J. Weeg
Society—Nell Fenner

BAYTOWN (Tex.), SUN (e)
Special Editions: Spring Fashion (Mar.); Summer Supplement (June); Back-to-School (Aug.); Oil Progress (Oct.); Christmas (Dec.).
Food and/or Household Dept.: Special page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Margaret Alpha
Columnist—Fred Hartman
Editorial Writer—Preston Pendergrass
Librarian—J. Justin Jensen
Society—Lajuana Turner

BEAUMONT (Tex.), ENTERPRISE (m) (S); JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily & Sun.
Sunday color comics carried.
Food and/or Household Dept.: Daily & Sun. food column.
Radio Station Affiliation: KRIC and KRIC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. S. Arendale (m) (S); Ed Van Zandt (e)
Aviation—B. S. Arendale (m) (S); C. C. Aldridge (e)
Book—Al Lester (m) (S); Edythe Capreol (e)
Business-Financial—Donald Streator (m) (S); C. C. Aldridge (e)
Cartoonists—Milton Turner (m); Jack Shofner (e)
Church—Anna Lipscomb (m) (S); Mrs. Edythe Capreol (e)
Columnists—R. W. Akers (m) (S); Milton Turner (m) (S); C. C. Aldridge (e)
Credit Mgr.—R. A. Bean
Editorial Writers—Hilliard Henson (m) (S); Ed Bryson (e)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BEAUMONT (Tex.) ENTERPRISE & JOURNAL—Cont'd
Education—B. S. Arendale (m) (S); Gladys Quilliam (e)
Farm—Joe F. Combs (m) (S); C. C. Aldridge (e)
Fashion—Anna Lipscomb (m) (S); Martha Frasher (e)
Food—Betty Browne (m) (S); Sue Hetherington (e)
Garden—Joe Combs (m) (S); Gladys Barileaux (e)
Motion Picture-Theatrical—Merita Mills (m) (S); Gladys Quilliam (e)
Music—Merita Mills (m) (S); Gladys Quilliam (e)
Personnel Mgr.—J. E. Worden
Photo. Dept. Mgr.—Elmer Trumble (m) (S); Tom Knapp (e)
Picture Editor—Donald Streater (m) (S); C. C. Aldridge (e)
Radio-Television—Merita Mills (m) (S); Gladys Quilliam (e)
Real Estate—B. S. Arendale (m) (S); Nathan Broch (e)
Travel—Betty Browne (m) (S); Edythe Capreol (e)
Society—Dorothy Roberts (m) (S); Martha Frasher (e)

BIG SPRING (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Sat. & Sun.
Sunday color comics carried.
Special Editions: Business Review (Jan.); Home Improvement (May); Rodeo (Aug.); Oil Progress (Oct.).
No Editions; Christmas.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayland Yates
Aviation—Wayland Yates
Book—Sam Blackburn
Business-Financial—Joe Pickle
Church—Helen Hurt
Editorial Writers—Joe Pickle; R. W. Whipkey
Education—Joe Pickle
Farm—Jess Blair
Fashion—Ann LeFever
Food—Helen Hurt
Garden—Ann LeFever
Librarian—Dorothy Redding
Motion Picture-Theatrical—R. L. Smith
Music—Joe Pickle
Photo. Dept. Mgr.—Keith McMillin
Picture Editor—Wayland Yates
Radio-Television—Joyce Lankford
Real Estate—Joe Pickle
Society—Ann Le Fever

BONHAM (Tex.), FAVORITE (e ex. Sat.) (S)
Sunday color comics carried.

BORGER (Tex.), NEWS-HERALD (e ex. Sat.) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Chuck Southerland
Book—Herb Kinkead
Business-Financial—Glynn Morris
Church—Jack Porter
Editorial Writer—J. C. Phillips
Education—Herb Kinkead
Farm—Jack Porter
Fashion—Natalie Cory
Food—Natalie Cory
Garden—Natalie Cory
Librarian—Jean Molden
Motion Picture-Theatrical—Herb Kinkead
Music—Herb Kinkead
Photo. Dept. Mgr.—Chuck Southerland
Picture Editor—Herb Kinkead
Radio-Television—Herb Kinkead
Real Estate—Chuck Southerland
Travel—Herb Kinkead
Society—Marily Harris

BRENHAM (Tex.), BANNER-PRESS (e. ex. Sat.)
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: KWHI.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Tom S. Whitehead

BROWNSVILLE (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Sunshine Special (Oct.); Valley Progress (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—D. R. Segal
Columnists—R. C. Hoiles; Judy; Don Pedro
Credit Mgr.—Forest Eastman
Editorial Writer—D. R. Segal
Education—D. R. Segal
Fashion—Mary Forrester
Food—Mary Forrester
Photo. Dept. Mgr.—Don E. Duncan
Society—Mary Forrester

BROWNWOOD (Tex.), BULLETIN (e) (S)
Special Editions: Trades Day; Easter (Mar.); Christmas (Dec.).
No Editions: Christmas.
Radio Station Affiliation: KBWD
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Nelda Murphy
Farm—Chas. Richardson
Society—Nelda Murphy

BRYAN (Tex.), EAGLE (e ex. Sat.) (S)
Sunday color comics carried.
Special Editions: Schools opening (Aug.); Christmas; Spring Fashions (Apr.); County Fair (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Vick Lindley
Fashion—Mrs. Geo. R. Branch

CHILDRESS (Tex.), INDEX (e. ex. Sat.) (S)
Split Run Advertising: Geographically.
Special Editions: Back-to-School (Aug.); Graduation (May); Christmas (Dec.); Farm Machinery Revue (Jan.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Huddleston
Aviation—C. W. Lawrence
Book—Pauline Lanningham
Business-Financial—E. J. Huddleston
Cartoonist—Pauline Laningham
Church—Barbara Hughes
Columnists—Morris Higley; Carol V. Higley
Credit Manager—Bob Ray
Editorial Writers—C. W. Lawrence; Morris Higley
Education—C. W. Lawrence
Farm—Sam Privitt
Fashion—Carol V. Higley
Food—Buddy Wilcoxson
Garden—Pauline Laningham
Librarian—Horace Henson
Motion-Picture-Theatrical—Carol Higley
Music—Pauline Laningham
Oil—Russell Gross
Photo. Dept. Mgr.—Tom Higley
Picture Editor—C. W. Lawrence
Real Estate—C. W. Lawrence
Travel—Andy Rogers
Society—Pauline Laningham

CONROE (Tex.), COURIER (e ex. Sat. & Mon.) (S)
Sunday color comics carried.

CORPUS CHRISTI (Tex.), CALLER (m); TIMES (e); CALLER-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 colors daily.
Sunday color comics carried.
Special Editions: Oil Progress Edition (Oct.)
Print Own Farm Magazine: 4th Thurs. monthly.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household: Daily food column except Mon.; Food page Thurs. P.M; Fri. A.M.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert M. Jackson
Columnist—Bob McCracken
Credit Mgr.—James J. Wesson
Editorial Writer—Robert M. Jackson
Farm—Grady Stiles
Photo. Dept. Mgr.—Carl Graf
Society—Ann Dodson

CORSICANA (Tex.), SUN (e ex. S)
No Editions: Christmas.

DALHART (Tex.), TEXAN (e)
Split Run Advertising: Every-other paper.
Special Editions: XIT Ranch Edition (Aug.); Interstate Fair Edition (Sept.); Christmas Shopping (Nov.); Christmas Greetings (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. Kenneth Hogue; Albert Law
Editorial Writers—J. Kenneth Hogue; Albert H. Law

DALLAS (Tex.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 4. Daily and Sunday on reservation.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Business Forecast and Preview (Jan.); Mid-Winter Travel Section (Jan.); Southwest Sports and Vacation Show Section (Apr.); Julie Benell's Collection of Recipes (Apr.); Summer Vacation Preview (May); Mid-Summer Vacation Feature (July); Education Section (June); National Home Week Section (Sept.); State Fair Edition (Oct.); Winter Vacation Preview (Dec.); Spring Garden Section (Feb.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Daily Food column & household pages Sunday; spotted features daily.
Radio Station Affiliation: WFAA
Television Station Affiliation: WFAA-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Amusements—Wm. A. Payne
Auto—Ken Hand
Book—Lon Tinkle
Business-Financial—Ken Hand
Cartoonists—John Knott; Herc Ficklen; Jack Patton; Ned Riddle; Bill McClanahan
Columnists—Paul Crume; Lynn Landrum; Bill Rives; Charles Burton; Kenneth Foree; Dr. George Lawson; Julie Benell; Ruby Clayton McKee; Jay Hall; Anthony G. Zoppi; Fred Pass; John Rosenfield; Fairfax Nisbet; Rual Askew; Lon Tinkle; Jean Simmons; Frank Tolbert; Wm. A. Payne; Dr. John F. Anderson, Jr.
Credit Mgr.—Cliff Moore
Editorial Writers—William Ruggles; Stuart McGregor; Richard West; Sam Acheson; Wayne Gard; Lynn Landrum
Farm—Fred Pass
Fashion—Gay Simpson
Food—Julie Benell
Garden—Nancy Richey Ranson
Librarian—Marie Petersen
Personnel Mgr.—Margaret Hamm
Photo. Dept. Mgr.—Tom Dillard
Radio-Television—Fairfax Nisbet
Real Estate—James A. Cockrell
Travel—Jean Simmons
Society—Ruby Clayton McKee

DALLAS (Tex.), TIMES-HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper Sat. and Sunday Society.
Advs. Not Accepted: liquor on comic pages
Special Editions: Annual Business and Industrial Review (Jan.); Engineers Week (Feb.); Spring Garden Section (Feb.); Spring Shoes (Mar.); Annual Insurance Section (Mar.); Men's Spring Fashions (Mar.); Home Building Section (Mar.); Home Furnishing Section (Mar.); Dallas County Medical Society Section (Apr.); Home Show Section (May); Annual Travel Section (May); Air Conditioning Section (May); Graduation Jewelry Section (May); Father's Day Section (June); Mid-Summer Travel Section (July); Annual Education Section (June); Home Freezer and Frozen Foods Section (Aug.); Back-to-School Section (Aug.); Fall Shoe Section (Aug.); National Home Week Section (Sept.); Public School Section (Sept.); Mobile Homes (Sept.); Fall Home Fashions Section (Sept.); Texas State Fair Edition (Oct.); Oil Progress Week Section (Oct.); Jewelry Section (Nov.); Cook Book (Nov.); Xmas Books (Nov.); Christmas Gift (Nov.); Toy Section & Men's Apparel Section (Dec.).
Syndicated Magazine Section Carried: American Weekly
Group Membership: American Weekly; Puck-The Comic Weekly
Food and/or Household Dept.: Food Thurs.; Frozen Food Monday; Homemaking Sun. & Mon.
Radio Station Affiliation: KRLD-AM & FM
Television Station Affiliation: KRLD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Cates
Aviation—Dick Hott
Business-Financial—Frank Langston
Church—Joe Sherman
Columnist—Dennis Hoover
Credit Mgr.—W. B. Seidel
Editorial Writers—B. C. Jefferson; Alex Acheson; Dennis Hoover
Education—Al Hester
Farm—A. B. Jolley
Fashion—Miss Graydon Heartsill
Food—Miss Dorothy Sinz
Motion Picture-Theatrical—Virgil Miers
Music—Jack Frederick Kilpatrick
Personnel Manager—Paul Prasitka
Photo. Dept. Mgr.—Charles McCarty
Radio-Television—Bob Brock
Real Estate—Richard Curry
Society—Doris Allen Dowell

DALLAS (Tex.), THE WALL STREET JOURNAL (Southwest Edition) (m)
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick; John F. Bridge
Librarian—Florence Wagner

DEL RIO (Tex.), NEWS-HERALD (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ima Jo Fleetwood.

DENISON (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
S&d color comics carried
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Lake Texoma (S) (1st May); Cook Book (S) (Oct.); Labor Day (S) (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Crawford
Book—Claud Easterly
Church—John Crawford
Editorial Writer—Claud Easterly
Education—John Crawford
Farm—John Clift
Fashion—Kathryn West
Food—Kathryn West
Garden—Marylyn Hinton
Librarian—Marylyn Hinton
Motion Picture-Theatrical—Jerry Crenshaw
Music—Kathryn West
Photo. Dept. Mgr.—John Crawford

(Continued on Page 230)

Texas' Biggest One-Paper Market

Nowhere else in big, rich Texas can you find a market like this! The Caller-Times gives you 93% family coverage of the Corpus Christi metropolitan area, where folks have over $390 million to spend, 76% coverage of our 11-county trade area with a total EBI of more than $596 million.

Write for complete market data folder today.

CIRCULATION **93,161** Publisher's Statement March 31, 1957

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS

Plenty of water for industrial expansion at Corpus Christi will be assured by the Wesley Seale Dam on the Nueces River, part of a $100 million dollar program of public works now in progress. Other projects include a spectacular high bridge over the ship channel, port expansion, freeways, schools, a new municipal airport.

New Highs in CORPUS CHRISTI

EFFECTIVE BUYING INCOME $390,215,000
RETAIL SALES 253,228,000
POPULATION 249,700

Estimate from Sales Management Survey of Buying Power, 1957.

National Representatives: TEXAS HARTE-HANKS NEWSPAPERS, National City Bldg., Dallas • Chicago • Atlanta • New York

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

(Continued from Page 229)

DENISON (Tex.) HERALD—Cont'd

Picture Editor—Claud Easterly
Real Estate—Claud Easterly
Travel—Kathryn West
Society—Kathryn West

DENTON (Tex.), RECORD-CHRONICLE (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Special Editions: Cookbook of Local Recipes (Jan. & July); Back-to-College (Aug.); Fashion Local Style Show (Mar.); Pigskin Preview (Sept.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Neal
Aviation—Gene Williams
Book—Jim Neal
Business-Financial—Jim Neal
Church—Tom Kirkland
Editorial Writer—Allen Bogan
Education—Jim Neal
Farm—Norris Jackson
Fashion— Ethel Woodby
Food—Ethel Woodby
Garden—Jim Neal
Librarian—Ethel Woodby
Motion Picture-Theatrical—Jim Neal
Music—Jim Neal
Photo. Dept. Mgr.—Allen Bogan
Picture Editor—Allen Bogan
Radio-Television—Jim Neal
Real Estate—Tom Kirkland
Travel—Jim Neal
Society—Ethel Woodby

EDINBURG (Tex.), REVIEW (m ex. Mon) (S)
Daily color comics carried.
Advs. Not Accepted: Coin Machine Routes.
Special Editions; Christmas (Dec.).
No Editions: Christmas; July 4.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Georgia Vandever
Business-Financial—Georgia Vandever
Church—Betty Harwell
Columnist—Allan Engleman
Editorial Writers—Allan Engleman; Harry Quin
Farm—Harry Quin
Fashion—Betty Harwell
Food—Betty Harwell
Motion Picture-Theatrical—Betty Harwell
Real Estate—Ellie Higgins
Society—Betty Harwell

EL PASO (Tex.), HERALD-POST (e); TIMES (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily up to 40 pages.
Sunday color comics carried.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KROD.
Television Station Affiliation: KROD-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Halloran (m) (S); Marshall Hail (e)
Aviation—H. A. Michael (e); Ed Engledow (m)
Book—Laura Scott Meyers (e); Marian Howe Broaddus (S)
Business-Financial—Art Leibson (m); Chester Chope (e)
Church—Marjorie Graham (m); Janet M. Archibald (e)
Columnists—W. J. Hooten (m) (S); Nat Campbell (m) (S); Ruby Burns; C. L. Whitlock (m) (S)
Credit Mgr.—K. B. Clark
Editorial Writers—W. J. Hooten (m) (S); E. M. Pooley (e)
Education—Marshall Hail (e); Marjorie Graham (m)
Farm—Dick Alwan (e); Mel Geary (m)
Fashion—Mrs. Ruby Burns (m) (S); Bessie J. Simpson (e)
Food—Bessie J. Simpson (e); Del Barton (m)
Garden—Marjorie Graham (m) (S); H. A. Michael (e)
Librarian—Baltazar Alvarez (m) (S); Trini Acosta (e)
Motion Picture-Theatrical—Nancy Miller (m) (S); H. A. Michael (e)
Music—Nancy Miller (m) (S); Trais M. Fagrell (e)
Personnel Manager—E. T. Lewis
Photo. Dept. Mgr.—Joe Demic (m) (S); Charles F. Teed (e)
Picture Editor—Bill Latham (m) (S); Chester Chope (e)
Radio-Television—Nancy Miller (m) (S); H. A. Michael (e).
Real Estate—Jim Halloran (m) (S); Janet M. Archibald (e)
Society—Mrs. Ruby Burns (m) (S); Bessie J. Simpson (e)

ENNIS (Tex.), NEWS (e)
No Editions: Christmas; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. E. Gentry
Book—Emma Jean Sims
Business-Financial—Emma Jean Sims
Church—Dan Bus
Columnist—Dan Bus
Editorial Writer—Dan Bus
Education—Dan Bus
Farm—Dan Bus
Fashion—Elizabeth Parsons
Food—Elizabeth Parsons
Garden—Elizabeth Parsons
Librarian—Elizabeth Parsons
Motion Pictures-Theatrical—Dan Bus
Music—Elizabeth Parsons
Photo. Dept. Mgr.—Dan Bus
Picture Editor—Dan Bus
Real Estate—Dan Bus
Travel—Emma Jean Sims
Society—Elizabeth Parsons

FORT WORTH (Tex.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Clairvoyant; matrimonial.
Special Editions: Baby Section (Aug. & Feb.); Food Festival (Oct. & Feb.) Christmas Shopping (Nov.); Travel & Resort (May).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Aguren
Aviation—Marshall Lynam
Book—C. L. Douglas
Business-Financial—Bill Aguren
Church—Bill Aguren
Columnists—Walter R. Humphrey; Jack Gordon; Blackie Sherrod
Credit Mgr.—W. L. Robertson
Editorial Writers—Walter R. Humphrey; C. L. Douglas
Education—Caroline Hamilton
Farm—Marvin Garrett
Fashion—Latryl Layton
Food—C. L. Douglas
Motion Picture-Theatrical—Jack Gordon
Music—George Anson
Personnel Mgr.—W. L. Robertson
Photo. Dept. Mgr.—Gene Gordon
Picture Editor—C. L. Douglas
Radio-Television—Jack Gordon
Real Estate—Bill Aguren
Travel—Bernice Hanna
Society—Latryl Layton

FORT WORTH (Tex.), STAR-TELEGRAM (m) (e) (S)
Print Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted; Objectionable medical.
Special Editions: Fat Stock Show (Jan.); Ranch and Farm Show (Jan.); Home Show (Apr.); Panaroma of Homes (Apr.).
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WBAP.
Television Station Affiliation: WBAP-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Pierson
Aviation—Ira Cain
Book—Ethel Benson
Business-Financial—Harold Monroe (m) (S)
Cartoonists—Harold Maples (e) (S)
Church—Frances Edwards
Credit Mgr.—W. F. Morgan
Editorial Writers—W. L. Redus; N. A. Stedman; John Parker; H. P. McClendon
Farm—Frank Reeves
Fashion—Eugenie Trinkle
Food—Mary Sears
Garden—Nedra Jenkins
Librarian—Hetty Arleth
Motion Picture-Theatrical—Elston Brooks (m) (S)
Music—E. Clyde Whitlock
Oil—Harry Heinecke
Photo. Dept. Mgr.—Dub McPhall
Radio-Television—Ira Cain
Real Estate—E. D. Alexander
Travel—Ida Belle Hicks
Society—Mary Sears (m) (S); Loyd Stewart (e)

FREEPORT (Tex.), THE BRAZOSPORT FACTS (e ex. Sat).
Special Editions: Monthly with National Holidays, etc. (14 yearly)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill McMurray
Aviation—Bill McMurray
Book—George Gaston
Business-Financial—George Gaston
Church—Rita Covington
Credit Mgr.—Bernice Elder
Editorial Writers—George Gaston; Glenn Heath
Education—Rita Covington
Farm—Bill McMurray
Fashion—Rita Covington
Food—Rita Covington
Garden—Rita Covington
Librarian—Rita Covington
Motion Picture-Theatrical—Ed Martin
Music—Rita Covington
Personnel Mgr.—Bernice Elder
Photo. Dept. Mgr.—Glenn Heath
Picture Editor—Glenn Heath
Radio-Television—Ed Martin
Real Estate—Bill McMurray
Travel—Rita Covington
Society—Roberta Dansby

GAINESVILLE (Tex.), REGISTER (e)
Saturday color comics carried.
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas Ed. (Dec.).
No Editions: Labor Day; July 4th; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elizabeth Graham
Church—Eula West
Columnist—A. Morton Smith
Credit Manager—Warren Flowers
Editorial Writer—Jack Joyce
Education—Jack Joyce
Farm—Lantz Feris
Fashion—Eula West
Food—Bob Hughes
Motion Picture-Theatrical—Bill King
Personnel Manager—C. H. Leonard
Picture Editor—Jack Joyce
Travel—C. H. Leonard
Society—Eula West

GALVESTON (Tex.), NEWS (m) (S); TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Mon.; 2 colors Sun.
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Stanley Babb
Church—Frances Dybowski
Credit Manager—R. E. Becker
Editorial Writer—C. E. McClelland
Fashion—Terry McLeod
Photo. Dept. Mgr.—Bill Johnson
Society—Estelle Hamilton

GARLAND (Tex.), NEWS (e ex. Mon. & Sat) (S)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back-to-School (Aug.); Oil Progress (Oct.); Home Builders (May).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household page(s) Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Scott Dorsey
Columnists—Sue Stinson; Harri Baker
Editorial Writer—W. H. Bradfield, Jr.
Education—Lorraine Hester
Fashion—Vera Needham
Food—Clare Bradfield
Politics—Maurice Harrell
Real Estate—Catherine Carlock
Society—Lillialma Bradfield

GLADEWATER (Tex.), MIRROR (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Neal Clark
Aviation—Neal Clark
Book—Mrs. Neal Clark
Business-Financial—Neal Clark
Editorial Writer—Neal Clark
Education—Mrs. Glenn Walton
Food—Neal Clark
Garden—Mrs. Glenn Walton
Librarian—Mrs. Neal Clark
Motion Picture-Theatrical—H. Kates
Music—Mrs. Glenn Walton
Photo. Dept. Mgr.—Neal Clark
Picture Editor—Neal Clark
Radio-Television—Neal Clark
Real Estate—Mrs. Marie Jones
Society—Mrs. Neal Clark

GONZALES (Tex.), DAILY INQUIRER (e)
Sunday color comics carried.
Special Editions: Graduation (May); Christmas (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Combined with Womens Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Annie Reese
Business-Financial—Henry Reese IV
Columnists—Miss Annie Reese; Mrs. Jo B. Farmer
Editorial Writer—Tom Gordon
Education—Corinne Remschel
Farm—Edward Reese
Garden—Mrs. Henry Reese, Jr.
Motion Picture-Theatrical—Bernice Knesek
Photo. Dept. Mgr.—Tom Gordon
Radio-Television—Bernice Knesek
Society—Mrs. Jo B. Farmer

GREENVILLE (Tex.), HERALD-BANNER (e ex. Sat) (S)
Sunday color comics carried.

HARLINGEN (Tex.), VALLEY MORNING STAR (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Oil Progress (Oct.)
Food and/or Household Dept.: Food pages Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—F. G. Ragsdale
Church—Wm. Mayes
Columnists—R. C. Hoiles; Val E. Star; E. C. Osborn
Credit Mgr.—Forest Eastman
Editorial Writer—F. G. Ragsdale
Farm—Wm. Mayes
Fashion—Louise Conley
Food—Louise Conley
Society—Louise Conley

HENDERSON (Texas), NEWS (e ex Sat.) (S)
Special Editions: Christmas (Dec.); Anniversary (March).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Miss Maxie Burt
Editorial Writer—James H. Hale
Society—Mrs. Elenor Hamilton

HILLSBORO (Tex.), MIRROR (e ex. Sat.) (S)
Advs Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Don Brown; Jim Carmichall; Jack Loftis

HOUSTON (Tex.), CHRONICLE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically on Wed. only.
Special Editions: Automotive Show (Jan.); Progress (Feb.); Fat Stock Show (Feb.); Nat'l. Rice Week (Mar.); Cook Book (Apr.); Educational (Apr.); Chemical Week (Apr.); Travel & Resort (May); Parade of Homes (May); Maritime (May); Air Conditioning (June); Nat'l. Homes Week (Aug.); Boat Show (Sept.); World Series (Sept.); Good Housekeeping (Oct.); Oil (Oct.); Xmas (Dec.); Bowl Games (Dec.).
Print Own Magazine; Yes.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan Roto; Locally Edited Roto.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTRH.
TV Station Affiliation: KTRK, Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Julian Fisher
Book—Tom Mulvany
Business-Financial—Frank Cortese
Cartoonist—Ferman Martin
Church—John Bloskas
Columnists—Morris Frank; Charles Evans; Sigman Byrd
Credit Mgr.—R. E. Pariette
Editorial Writers—Harold Pyle; Everett Collier; Tom Mulvany
Education—Ben Hawkins
Farm—Elmer Summers
Fashion—Maxine Blackmon
Food—Betty Rose Cravens
Librarian—Patricia Doggett
Motion Picture-Theatrical—Mildred Stockard
Music—Ann Holmes
Photo. Dept. Mgr.—Jess Gibson
Radio-Television—Ann Hodges
Real Estate—R. E. Connor
Travel—Ann Hodges
Society—Maurine Parkhurst

HOUSTON (Tex.), POST (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor (S).
Special Editions: Fat Stock Show (Feb.); Home Show (Apr.); Do-It-Yourself (Mar.); School (Aug.); Air Conditioning (May); Oil (Oct.); Christmas (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Puck, The Comic Weekly.
Radio Station Affiliation: KPRC
Television Station Affiliation: KPRC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mel Martin
Aviation—Steve Richard
Book—Diana Poteat Hobby
Business-Financial—Sam Weiner
Church—Helen Buckner
Columnists—George Fuermann; Marguerite Johnston; Henry Tanner; David Westheimer; Leon Hale
Credit Mgr.—Clifford Scherer
Editorial Writers—Ed Kilman; Robert V. Johnson
Education—Ellen Middlebrook
Farm—Doyle Gougler
Fashion—Virginia Drane McCallon
Food—Beverly Harris
Garden—May Del Flagg
Librarian—M. P. McDonough
Motion Picture-Theatrical—Hubert Roussel
Music—Hubert Roussel
Photo. Dept. Mgr.—Owen Johnson
Picture Editor—Campbell Geeslin
Radio-Television—David Westheimer
Real Estate—Cliff Blackburn
Travel—Campbell Geeslin
Society—Anna Beth Morris

HOUSTON (Texas), PRESS (e)
Run-of Paper Color Advs.: Up to 3 colors. Daily
Split Run Advertising: Every-other Paper. Geographically.
Special Editions: Oil Progress (Oct.); Annual Edition (Jan.); Fat Stock Show (Feb.); Recipes (Mar.); Father's Day (June).
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry A. Dollahite
Aviation—Richard Boyce
Book—Carl V. Little
Business-Financial—James H. Wagner
Cartoonist—Sidney Van Ulm
Church—T. V. Thompson
Columnists—Bill Roberts; Carl V. Little
Credit Mgr.—E. E. Friou
Editorial Writer—George Carmack
Education—Richard Boyce
Farm—Richard Boyce
Fashion—Beverly Maurice
Food—Ann Valentine
Garden—Mrs. Marguerite Palmer
Librarian—Irene Wilson
Motion Picture-Theatrical—Paul Hochuli
Music—Paul Hochuli
Photo Dept Mgr—Tony Triolo
Picture Editor—James Wagner
Radio-Television—T. V. Thompson
Real Estate—Millie Budd
Travel—James H. Wagner

JACKSONVILLE (Tex.), PROGRESS (e ex. Sat.) (S)
Sunday color comics carried.
Advs Not Accepted: Liquor.
Special Editions: (S) Industrial (Mar.); Oil Progress (Oct.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Louise Broiles
Editorial Writer—B. H. Broiles
Librarian—Mrs. Irene Grimsley
Society—Mrs. Louise Broiles

KERRVILLE (Tex.), TIMES (e ex Sat & Mon) (S)
Special Editions: Rodeo (July); Livestock Show (Jan)
No Editions: Christmas; July 4; Thanksgiving; New Years
Food and/or Household Dept.: Wed & Thurs.
Radio Station Affiliation: KERV
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. G. Rankin Starkey

KILGORE (Tex.), NEWS HERALD (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Sunday color comics carried.
Special Editions: College (Oct.); Oil Edition (Aug.); Home Builders (Feb.); Automobile (Spring).
No Editions: July 4th; Labor Day; Christmas.
Magazine Section Carried: "Family Weekly."
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom W. Graham

KILLEEN (Tex.), DAILY HERALD (e)
Advs. Not Accepted: Beer, liquor.
Special Editions: Rodeo (Apr.); Fashions (Mar.); Christmas (Dec.).
No Editions: Jan. 1; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. D. Skidmore
Business-Financial—G. D. Skidmore
Church—Bettie Nash
Editorial Writer—J. Chambliss Gresham
Education—Bettie Nash
Fashion—Bettie Nash
Food—Bettie Nash
Photo. Dept. Mgr.—J. Chambliss Gresham
Radio-Television—Bettie Nash
Real Estate—Gerald Skidmore
Society—Bettie Nash

LAMESA (Tex.), DAILY REPORTER (e) (S)
Sunday color comics carried.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LAMESA (Tex.) DAILY REPORTER—Cont'd

Advs. Not Accepted: Liquor.
Special Editions: Recipe (Feb.); Back-to-School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—James J. O'Brien
Fashion—Mrs. Vivian Lee
Food—Mrs. Vivian Lee
Society—Mrs. Vivian Lee

LAREDO (Tex.), TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Washington's Birthday (Feb.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allen K. Tish
Book—Allen K. Tish
Church—Mabel C. Wall
Columnist—Virginia Snow
Credit Manager—Allen K. Tish
Editorial Writer—Wm. Prescott Allen
Fashion—Mabel C. Wall
Food—Mabel C. Wall
Personnel Mgr.—Allen K. Tish
Photo. Dept. Mgr.—Star Castillo
Picture Editor—Allen K. Tish
Real Estate—Hugh Robinson
Society—Mrs. Mabel C. Wall

LEVELLAND (Tex.), LEVELLAND DAILY SUN NEWS (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Stock Show (Mar.); Graduation (May); Christmas (Dec.).
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KLVT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Orlin Brewer
Book—Maurine Elkins
Church—Orlin Brewer
Columnist—Orlin Brewer
Editorial Writer—Orlin Brewer
Education—Orlin Brewer
Farm—Orlin Brewer
Fashion—Maurine Elkins
Food—Maurine Elkins
Garden—Maurine Elkins
Music—Maurine Elkins
Society—Maurine Elkins

LONGVIEW (Tex.), JOURNAL (m); DAILY NEWS (e); NEWS-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. except Sat. (e) Mon. (m).
Sunday color comics carried.
Special Editions: New Years (Jan.); Oil Progress (Oct.).
No Editions: Christmas; Thanksgiving; Labor Day;
Print Own Magazine: Yes.
Food and/or Household Dept.: Food section, Thurs. (e) Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—S. A. Parker
Business-Financial—Ellie Hopkins
Church—Julia S. Acker
Columnists—Ed Leach; Buster Hale; Wells Burton; Jeanne Belk
Editorial Writers—Carl Estes; Ellie Hopkins; Ed Leach
Education—Foster Fort
Farm—Jeanne Belk
Fashion—Julia Acker
Food—Eleanor Curtis
Garden—Julia Acker
Motion Picture-Theatrical—Leo Hart
Music—Julia Acker
Photo. Dept. Mgr.—Foster Fort
Picture Editor—Ellie Hopkins
Real Estate—Ed Leach
Society—Julia Acker

LUBBOCK (Tex.), AVALANCHE (m); JOURNAL (e ex Sat); AVALANCHE-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; vending machine; blind
Special Editions: Christmas Greetings (Dec.)
No Editions: Christmas (e only)
Group Membership: Texas Sunday Comics
Radio Station Affiliation: KFYO
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Ratliff
Book—Jack Sheridan
Business-Financial—C. W. Ratliff
Church—Ruby Osborn
Columnists—Chas. A. Guy; Margaret Turner; Joe Kelley; Leo Healer
Credit Mgr.—James D. Shaw
Editorial Writers—Chas. A. Guy; Walter Greep
Education—Emil Carmichael
Farm—Bee Landrum
Fashion—Margaret Turner
Food—Margaret Turner
Librarian—Lillian Kay
Motion Picture—Chas. C. Watson
Music—Jack Sheridan
Oil—Jim Mayes
Photo. Dept. Mgr.—Bill Hams
Radio-Television—R. C. Hankins
Real Estate—Dorrance Guy
Society—Margaret Turner
Theatrical—Jack Sheridan

LUFKIN (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor
Special Editions: Industrial (Apr.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wm. Bogart
Columnist—W. R. Beaumier
Editorial Writer—W. R. Beaumier
Farm—John Moody
Fashion—Virginia Bryan
Motion Picture-Theatrical—Wm. Bogart
Picture Editor—Wm. Bogart
Society—Virginia Bryan

McALLEN (Tex.), VALLEY EVENING MONITOR (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Oil Progress (Oct.); El Turista (Nov.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—T. N. Gaines
Church—Harvey Jewett
Columnists—R. C. Holles; T. N. Gaines; J. W. Horner
Credit Manager—Forest Eastman
Editorial Writers—T. N. Gaines; D. R. Segal
Education—T. N. Gaines
Farm—Harvey Jewett
Fashion—Helen Taylor
Food—Helen Taylor
Photo. Dept. Mgr.—Luis Garcia, Jr.
Society—Helen Taylor

MARLIN (Tex.), DEMOCRAT (e) (S)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Geo. S. Buchanan
Aviation—Geo. S. Buchanan
Book—Henry R. Church
Church—Henry R. Church
Editorial Writers—Geo. S. Buchanan; Henry R. Church
Education—Geo. S. Buchanan
Farm—Henry R. Church
Fashion—Miss Reva Briggs
Food—Geo. S. Buchanan
Garden—Mrs. Geo. S. Buchanan
Photo. Dept. Mgr.—Geo. S. Buchanan
Picture Editor—Geo. S. Buchanan
Radio-Television—Geo. S. Buchanan
Real Estate—Geo. S. Buchanan
Travel—Geo. S. Buchanan
Society—Mrs. Geo. S. Buchanan

MARSHALL (Tex.), NEWS MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; spiritualists.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Texas Harte-Hanks Comic Group, and Texas Harte-Hanic, Newspapers.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Dickerson
Book—Millard Cope
Business-Financial—Millard Cope
Church—Rebecca Cameron
Columnist—Clyde E. Foster
Credit Manager—Mellezena Jones
Editorial Writers—Millard Cope; Spencer Jones
Education—Rebecca Cameron
Farm—Bill H. McAda
Fashion—Vanessa Dolew
Food—Mellezena Jones
Garden—Vanessa Dolew
Librarian—Spencer Jones
Motion Picture-Theatrical—Rebecca Cameron
Music—Bill H. McAda
Personnel Manager—Millard Cope
Photo. Dept. Mgr.—Robert Burns
Picture Editor—Robert Burns
Radio-Television—Bill H. McAda
Real Estate—Roy Dickerson

MART (Tex.), HERALD (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: Labor Day; Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. R. Yancey
Book—Chas. R. Yancey
Editorial Writers—Chas. R. Yancey; Louis Hartley

MIDLAND (Tex.), REPORTER-TELEGRAM (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; wine.
Special Editions: Progress (Mar.); Rodeo (June); Oil Progress Week (Oct.); Christmas Shopping (Nov.).
No Editions: Christmas Day.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James L. Lindsey
Aviation—Cope Routh
Book—Cope Routh
Business-Financial—W. H. Collyns
Church—Franchelle Moore
Columnists—James C. Watson; Ted Battles
Editorial Writers—James N. Allison; W. H. Collyns
Education—James L. Lindsey
Farm—Bill Collyns
Fashion—Franchelle Moore
Food—Carol Sutherland
Garden—J. M. Ratcliff
Librarian—Franchelle Moore
Motion Picture-Theatrical—Howard Cates
Music—Carol Sutherland
Picture Editor—James L. Lindsey
Radio-Television—Dalman McNair
Real Estate—Cope Routh
Travel—Dalman McNair
Society—Franchelle Moore

MINERAL WELLS (Texas), INDEX (e) (S)
No Editions: 4th July; Labor Day; Thanksgiving; Christmas.

NACOGDOCHES (Tex.), SENTINEL (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Christmas (Dec.); Progress (Apr.) Back to School (Aug.).
No Editions: New Year's; Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Woodrow B. Baker
Aviation—Woodrow B. Baker
Book—Lucille Fain
Church—Lajuana Turner
Columnist—Victor B. Fain
Credit Manager—June H. Lewis
Editorial Writer—Victor B. Fain
Education—Lucille Fain
Farm—Howard Page
Fashion—Lajuana Turner
Food—Lajuana Turner
Garden—Lajuana Turner
Librarian—Lajuana Turner
Motion Picture-Theatrical—Lajuana Turner
Music—Lajuana Turner
Personnel Manager—Victor B. Fain
Photo. Dept. Mgr.—Woodrow B. Baker
Picture Editor—Woodrow B. Baker
Radio-Television—Woodrow B. Baker
Real Estate—Woodrow Baker
Travel—Lucille Fain
Society—Lucy McBee

ODESSA (Tex.), AMERICAN (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Oil Progress (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank White
Aviation—Frank White
Book—V. L. DeBolt
Business-Financial—Darnell Peacock
Church—Rita Weaver Darden
Credit Mgr.—R. M. Cole
Editorial Writer—Brad Carlisle
Education—V. L. DeBolt
Fashion—Rita Weaver Darden
Food—Rita Weaver Darden
Garden—Rita Weaver Darden
Librarian—Holmes B. Carlisle
Music—Rita Weaver Darden
Photo. Dept. Mgr.—Brad Carlisle
Picture Editor—Brad Carlisle
Real Estate—John Crooks
Travel—Tracy Byers
Society—Rita Weaver Darden

ORANGE (Tex.), LEADER (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Black and one or two colors.
Sunday color comics carried.
Annual Special Editions: Progress & Development (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bob Axelson; Mary Alice Lakey; Billie June Stewart; Phil Lilly; Lona Mae Pinson
Editorial Writers—J. Cullen Browning; Joe Parsley
Food—Lona Mae Pinson
Librarian—Bobbie Broussard
Real Estate—Billie June Stewart
Sports—Bob McHugh
Society—Herbie Dees

PALESTINE (Tex.), HERALD-PRESS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor; beer.
Special Editions: Christmas;(Dec.); Back-to-School (Aug.); Spring Fashion (Mar.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Mary Sloan
Photo. Dept. Mgr.—Jack Mullican
Real Estate—Mary Calloway
Society—Mary Sloan

PAMPA (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color.
Sunday color comics carried.
Special Editions: Rodeo (Aug.); Cooking School (Mar.); Christmas Mad. Section (Thanksgiving A.M.); Oil Progress Week (First Sun. in Oct.)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. Roy Smith
Business-Financial—E. Roy Smith
Church—Aletha Davis
Editorial Writer—E. Roy Smith
Fashion—Doris Wilson
Food—Doris Wilson
Photo. Dept. Mgr.—Fred Parker
Society—Doris Wilson

PARIS (Tex.), THE PARIS NEWS (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Sunday color comics carried.
Advs. Not Accepted: Liquor; Mail Order.
Annual Special Editions: Christmas Greeting (Dec.); New Year (Jan.); Boy Scout (Feb.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
Group Membership: Texas Harte-Hanks Newspapers
Food and/or Household Dept.: Food page Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathryne Crook
Farm—Tony Price
Food—Kathryne Crook
Motion Picture-Theatrical—Nancy Poteet
Society—Kathryne Crook

PLAINVIEW (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. B. Oswald
Editorial Writer—H. S. Hilburn
Education—L. D. Brown
Farm—L. D. Brown; H. S. Hilburn
Fashion—Mrs. Dora H. Scott
Food—Mrs. Dora H. Scott
Photo. Dept. Mgr.—Walter Frye
Picture Editor—H. S. Hilburn
Society—Mrs. Dora H. Scott

PORT ARTHUR (Tex.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Wed.; Thur.; Fri.; Sun.
Sunday color comics carried.
Split Run Advertising: Change plate at half-way mark.
Special Editions: CavOILcade Edition (Oct.), Christmas Shopping (Nov.)
No Editions: Christmas.
Group Membership: W. Austin-Waco-Port Arthur Comic Section Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wendell Ward
Columnists—John Ayres; Dick Oliver; Leonard Dorsey; L. J. Landry; Gene Smiley
Editorial Writer—John F. Ayres
Fashion—Grace Foote
Food—Grace Foote
Motion Picture-Theatrical—Audrey Heidingsfelder
Radio-Television—Grace Foote
Society—Grace Foote

SAN ANGELO (Tex.), STANDARD-TIMES (m) (S); EVENING STANDARD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Any day.
Daily & Sunday color comics carried.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Magazine Section Carried: Family Weekly (S)
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jerry Coffey (S)
Cartoonist—Keith Corley
Columnists—Bob Milburn (e) (S); Blondy Cross (m); Jim Cope (e); Elmer Kelton (m)
Credit Mgr.—A. L. Hall
Education—G. Edward Freitag
Farm—Elmer Kelton (m) (S)
Food—Carole Humphrey
Librarian—Opal Anderson
Motion Picture-Theatrical—Jerry Coffey
Music—Jerry Coffey
Personnel Manager—W. M. Woody
Radio-Television—Jerry Coffey
Society—Carole Humphrey

SAN ANTONIO (Tex.), EXPRESS (m); NEWS (e); EXPRESS-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. 2 colors any day; 4 colors by arrangement.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Financial Review (m) (Jan.); Stock Show S) (Feb.).
Magazine Section Carried: This Week (S).
Group Membership: Metropolitan.
Radio Station Affiliation: KENS.
Television Station Affiliation: KENS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gerald Ashford (m) (S); Gerald Ashford (e)
Business-Financial—Bert Wise (e); Tom McGowan (m)
Cartoonist—Bob Dale (m) (S)
Columnists—Bill Reddell (m) (S); Jon Ford (m) (S); Paul Thompson (e) (S)
Credit Mgr.—Joseph K. Elder
Editorial Writers—Bill Reddell (m) (S); Tomme Call (e)

(Continued on Page 232)

AUSTIN, TEXAS
American Statesman
PORT ARTHUR, TEXAS
Port Arthur News
WACO, TEXAS
News Tribune
and Times Herald

COLOR
SELLS
EVERYTHING IN
TEXAS

Full color, matched color, any day, on low premium costs.

Burke, Kuipers & Mahoney, Representatives

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

(Continued from Page 231)

SAN ANTONIO (Tex.) EXPRESS, NEWS & EXPRESS-NEWS—Cont'd
Farm—R. G. Jordan (m) (S)
Fashion—Mildred Whiteaker (e) (S)
Food—Hattie Lewellyn (e) (m) (S)
Garden—Jerry Lochbaum
Librarian—Leona Pappas
Market Director—Hal Taxel
Motion Picture-Theatrical—Gerald Ashford (m) (S)
Music—Gerald Ashford (m) (S)
Photo. Dept. Mgr.—Millie Smith (m) (S)
Radio-Television—Fern Chick (m) (S)
Real Estate—Arthur L. Coleman (m) (S)
Travel—Jerry Lochbaum (m) (S)
Society—Myrtle Oefinger

SAN ANTONIO (Tex.), LIGHT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily (ex. Sat.) and Sunday.
Daily & Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions: Livestock (Feb.); School (Aug.); Travel & Vacation (S) (May); Fall Shoes (S) (Aug.).
Syndicated Magazine Section Carried: The American Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. L. Keathley, Jr.
Aviation—H. L. Keathley, Jr.
Business-Financial—J. S. McNeel, Jr.
Cartoonist—Fred Prado
Columnists—Renwicke Cary; Morris Willson
Credit Mgr.—John P. Dunsmore
Editorial Writer—Paul Trench
Farm—J. H. McLean
Fashion—Eve Lynn Sawyer
Food—Mildred Kitchen
Garden—Paul Renton
Librarian—Mrs. Mary Koenning
Motion Picture-Theatrical—Lewis Fay; Renwicke Cary
Picture Editor—George Bartholomew
Radio-Television—Paul Trench
Real Estate—J. S. McNeel, Jr.
Travel—Lewis Fay
Church—R. L. Lafield
Photo—George Bartholomew
Society—Miriam McGary

SHERMAN (Tex.), DEMOCRAT (e ex. Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Beer; liquor; display classified help wanted from out of town.
Special Editions: Chamber Commerce Report (Jan.); Soil Conservation (May); Back to School (S) (Aug.).
No Editions: Christmas
Group Membership: Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Food pages and recipe columns Thurs.

SNYDER (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Auto Show (Nov.); Christmas (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Watson
Business-Financial—Wacil McNair
Church—Dale Walton
Columnists—Wacil McNair; Buck Francis
Editorial Writer—Wacil McNair
Education—Dale Walton
Farm—Dale Walton
Food—Kay Pope
Photo. Dept. Mgr.—Lee Watson
Picture Editor—Lee Watson
Society—Kay Pope

STEPHENVILLE (Texas) EMPIRE (e)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Sam M. Braswell
Society—Miss Carolyn Holford

SULPHUR SPRINGS (Tex.), NEWS-TELEGRAM (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Liquor; Beer.
Special Editions: Livestock Show (Mar.); Spring Fashion (Mar.); Dairy Show (May); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: New Year's; July 4; Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—K. H. Kraft
Church—Joe Woosley
Columnists—K. H. Kraft, Joe Woosley
Editorial Writer—F. W. Frailey
Farm—Joe Woosley
Photo. Dept. Mgr.—T. A. Wright
Picture Editor—F. W. Frailey
Society—Mrs. Fred Moelk

SWEETWATER (Tex.), REPORTER (e ex. Sat) (S)
Sunday color comics carried.
Special Editions: Oil Edition (Sept.); Christmas Edition (Dec.).
No Editions: New Year; July 4th; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry Lawrence
Society—Jewel Marsh

TAYLOR (Tex.), PRESS (e ex. Sat) (S)
Daily & Sunday color comics carried.
Split Run Advertising: Yes.
Special Editions: Oil Progress: Modern Home & Garden (Oct.); Rodeo & Livestock (Sept.); Fall Fashion Section (Sept.); Outdoor Living, (July)
No Editions: Christmas; New Year; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Harkins
Aviation—Hal Harkins
Business-Financial—E. S. Peeler
Church—F. Hannan
Columnist—Lin Mills
Credit Manager—Z. Taegel
Editorial Writers—Mrs. Geo. B. Peeler; Lin Mills
Farm—Bill Kennedy
Fashion—E. S. Peeler
Food—E. S. Peeler
Garden—E. S. Peeler
Librarian—E. S. Peeler
Motion Picture-Theatrical—Bernice Martinka
Personnel Manager—Mrs. Geo. B. Peeler
Photo. Dept. Mgr.—Lin Mills
Travel—E. S. Peeler
Society—E. S. Peeler

TEMPLE (Tex.), TELEGRAM (m) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Sunday color comics carried.
Advs. Not Accepted: Liquor (beer is accepted).
Special Editions: City Wide Dollar Day - 1st Tuesday of each month; City Wide White Elephant Sale (Jan.); Furniture & Appliance Section (Feb.); Spring Fashions (Mar.); Boating and Outdoor Section (Apr.); Home and Garden Section (Apr.); Operation Cleanup (May); Home Show (May); Cooling and Refrigeration Section (May); Graduation and Mothers Day (May); Pioneer Day (June); Belton Rodeo (July); Back-to-School Section (Aug.); Soil Conservation Section (Aug.); Fall Fashions (Sept.); Gas Range Promotion (Oct.); Furniture & Appliance Layaway (Oct.); Christmas Layaway Section (Nov.); Christmas Shopping Guide (Nov.); Electric Cooking Section (Nov.); Christmas Shoppers Section (Dec.); Christmas Eve Greeting Section (Dec.).
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Food, Thurs.
Radio Station Affiliation: KTEM.
Television Station Affiliation: KCEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harry O. Blanding
Librarian—Mrs. Anna Yates
Society—Martha Bowmer

TERRELL (Tex.), TRIBUNE (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Mose Martin
Credit Mgr.—B. Boon
Editorial Writer—Fred Massengill, Jr.
Personnel Mgr.—Fred Massengill, Jr.

TEXARKANA (Tex. - Ark.), GAZETTE (m) (S); DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Progress (Aug.); Farm (Mar.); Home (Apr.).
Radio Station Affiliation: KCMC
Television Station Affiliation: KCMC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Bishop
Aviation—Max Bishop
Book—Sally Reese
Business-Financial—Paul Lowry
Church—Paul Lowry
Columnists—Annie May Turner; J. Q. Mahaffey; Wick Temple; Nell Bibler
Credit Manager—Mildred Black
Editorial Writer—J. Q. Mahaffey
Education—Paul Lowry
Farm—Sally Reese
Fashion—Kay Stafford
Food—Kay Stafford
Garden—Kay Stafford
Motion Picture-Theatrical—Paul Lowry
Music—Sally Reese
Photo. Dept. Mgr.—Sally Reese
Picture Editor—Sally Reese
Radio-Television—Bob Mundella
Real Estate—Sally Reese
Travel—Sally Reese
Society—Kay Stafford

TEXAS CITY (Tex.), SUN (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clyde Ragsdale
Church—Mabel McClure
Columnist—Clyde Ragsdale
Editorial Writer—Clyde Ragsdale
Fashion—Mabel McClure
Food—Mabel McClure
Society—Mabel McClure

TYLER (Tex.), TELEGRAPH (m); COURIER-TIMES (e); COURIER-TIMES-TELEGRAPH (S)
Run-of-Paper Color Advs.: 3 colors on reservation.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Baby (May); Graduation (May); Back to School (Aug.); Vacation (May); Rose Festival (Oct.); Oil Progress (Oct.); Christmas Gift Guide (Dec.).
No Editions: Christmas.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food Thurs. a.m.; Thurs. p.m.; Home Builders Page (S).
Radio Station Affiliation: KTBB
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. Patranella (m); Carl Wallace (e)
Cartoonist—Sam Nash Jr.
Church—Mrs. Avis Walker
Columnists—Wm. E. Dozier (e); Jim Honeywell (e); Everett Taylor (S); Carl Wallace (S)
Credit Mgr.—Tom Martin
Editorial Writer—Carl Wallace
Farm—Bob Murdoch
Fashion—Mrs. M. Hercules
Food—George Conner
Librarian—Mrs. Ed Flinn
Oil—Carl Wallace
Society—Mrs. M. Hercules

VERNON (Tex.), RECORD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages
Special Editions: Rodeo (Apr.); Fall Opening (Sept.); Christmas (Dec.); Graduation (May); Automobile (Jan.); Back-to-School (Aug.); Oil Progress (Oct.); Christmas Opening (Nov.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.

VICTORIA (Tex.), ADVOCATE (m) (S)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Sunday color comics carried.
No Editions: Christmas
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—E. I. Stahala
Columnist—Morris Roberts; Sid Feder
Editorial Writers—Wm. E. McIntosh; Morris Roberts; Carl Hooper
Farm—Bill McIntosh
Fashion—Marilyn Waida
Picture Editor—David W. Hoster
Society—Marilyn Waida

WACO (Tex.), NEWS-TRIBUNE (m); TIMES-HERALD (e); TRIBUNE-HERALD (S)
Run-of-Paper Color Advs.: 3 colors. Any day.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. P. Whitcraft III
Aviation—Murray Neal
Book—Harry Provence
Business-Financial—F. P. Whitcraft III
Church—G. C. Quill
Credit Mgr.—Billy E. Pauling
Editorial Writer—Harry Provence
Education—Lyn Dell Raney
Farm—Clark Bolt (e)
Fashion—Mrs. Helen Baldwin
Food—Gerald Frazier
Garden—Mrs. Helen Baldwin
Motion Picture-Theatrical—G. C. Quill
Music—G. C. Quill
Photo. Dept. Mgr.—Murray Neal
Picture Editor—Gerald Frazier
Radio-Television—Lee Lyons
Real Estate—F. P. Whitcraft III
Travel—Mrs. Helen Baldwin
Society—Mrs. Helen Baldwin

WAXAHACHIE (Tex.), DAILY LIGHT (e) (S)
Sunday color comics carried.
No Editions: July 4th, Dec. 25th; Jan. 1st; Nov. 24th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Ken Flagler
Editorial Writers—Wm. P. Davis; Florence McGee
Fashion—Irene Emerson
Food—Irene Emerson
Garden—Irene Emerson
Society—Irene Emerson

WICHITA FALLS (Tex.), RECORD NEWS (m); TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic beverages.
Radio Station Affiliation: KTRN
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marshal Moore
Book—W. L. Underwood (m); Mrs. Margaret Wallraven Reid (S)
Business-Financial—L. T. Hamlett (e) (S); Cliff Clines (m)
Cartoonist—Glenn Shelton
Church—W. L. Underwood
Columnist—Glenn Shelton
Credit Mgr.—William F. Adams
Editorial Writers—Wm. Donnell (e) (S); Curtis Cook (m)
Education—Laura Doing
Farm—Glenn Shelton
Fashion—Lucille Burns
Garden—Glenn Shelton
Librarian—Mrs. W. T. Masters
Motion Picture-Theatrical—W. L. Underwood
Music—W. L. Underwood
Photo. Dept. Mgr.—Geo. Smiley
Picture Editor—Cliff Clines (m); L. T. Hamlett (e) (S)

UTAH

LOGAN (Utah), HERALD-JOURNAL (e) (S)
Sunday color comics carried.
Special Editions: Dairy Week (June); Christmas.
No Editions: New Years; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray J. Nelson
Business-Financial—Ray J. Nelson
Church—Ray J. Nelson
Columnist—Ray J. Nelson
Credit Mgr.—Cyril Garr
Editorial Writer—Ray Nelson
Farm—Ray J. Nelson
Fashion—Edith Morgan
Food—Edith Morgan
Garden—Edith Morgan
Personnel Mgr.—Philip E. Swift
Picture Editor—Ray J. Nelson
Radio-Television—Ray J. Nelson
Society—Edith Morgan

OGDEN (Utah), STANDARD-EXAMINER (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex Sat.
Split Run Advertising: Every-other Paper.
Special Editions: (S) "Ogden Progress" Ed. (Feb.); Ski Edition (Dec.); "Home Improvement" (May); "Better Home Expositions" (Sept.); School Editions (Aug.).
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLO
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ray Wight
Credit Mgr.—Thelma Rowland
Editorial Writer—Darrell J. Greenwell
Education—Ensign Ritchie
Farm—Richard Lindsley
Fashion—Mrs. Catherine Hughes
Food—Mrs. Catherine Hughes
Librarian—Mrs. Donna Bingham
Motion Picture-Theatrical—Mrs. Alice West
Music—Darrell J. Greenwell
Photo. Dept. Mgr.—Ted Collins
Society—Mrs. Alice West

PROVO (Utah), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor (S).
Special Editions: Central Utah Edition (Feb.).
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. L. Christensen
Aviation—Joan Geyer
Book—E. R. Rasmuson
Business-Financial—N. L. Christensen
Church—T. H. Luke
Columnists—Frank C. Robertson
Editorial Writers—N. L. Christensen; E. R. Rasmuson
Education—Winifred Jones
Farm—T. H. Luke
Fashion—Phyllis Phillips
Food—Phyllis Phillips
Garden—N. L. Christensen
Librarian—Inge Adams
Motion Picture-Theatrical—E. R. Rasmuson
Music—Howie Luke
Photo. Dept. Mgr.—Grant Bartholomew
Picture-Editor—N. L. Christensen
Radio-Television—Elayne Schwartz
Real Estate—N. L. Christensen
Travel—N. L. Christensen
Society—Phyllis Phillips

SALT LAKE CITY (Utah), DESERET NEWS - TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper. Daily.
Advs. Not Accepted: Beer, liquor, tobacco, coffee & tea (e)
Special Editions: Christmas News (Dec.).
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Jarrard (e)
Book—William B. Smart
Business-Financial—Jack Jarrard (e)
Cartoonist—Charles Nickerson (e)
Church—Merwin Fairbanks (e)
Columnists—Ted Cannon; Les Goates (e)
Credit Mgr.—J. C. Crooks
Editorial Writers—William B. Smart; Harold Lundstrom; Les Goates (e)
Farm—Wilburn Pickett (e)
Fashion—Evelyn Sims (e)
Food—Winnifred Jardine (e)
Garden—Dorothea Newbold (e)
Librarian—Connie Christensen (e)
Motion Picture-Theatrical—Howard Pearson (e)
Music—Conrad B. Harrison (e)
Personnel Mgr.—John Carver
Photo. Dept. Mgr.—J. M. Heslop (e)
Radio-Television—Howard Pearson (e)
Real Estate—Jack Jarrard (e)
Travel—T. C. Liddle
Society—Evelyn Sims (e)

SALT LAKE CITY (Utah), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Sunday color comics carried.
Split Run Advertising: Every-other Paper. Daily.
Advs. Not Accepted: Liquor (m) (S)
Special Editions: Empire Edition (Jan.); Scenic Edition (May).
Magazine Section Carried: This Week (S)
Group Membership: Metropolitan.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Bernick (m) (S)
Book—Roy Hudson (m) (S)
Business-Financial—Robt. Bernick (m) (S)
Cartoonists—Christian Jensen (m) (S)
Church—Jack Reed (m) (S)
Columnists—Dan Valentine (m) (S); Hamilton Park (m) (S)
Credit Mgr.—J. C. Crooks
Editorial Writers—Ernest Linford (m) (S); T. W. Long (m) (S); Herbert Kretchman (m) (S)
Farm—Robert Halliday (m) (S)
Fashion—Grace Grether (m) (S)
Food—Bonnie Lake (m) (S)
Garden—Roy Hudson (m) (S)
Librarian—Leah Beckstead (m) (S)
Motion Picture-Theatrical—Roy Hudson (m) (S)
Music—Mary Pappasideris (m) (S)
Personnel Mgr.—John Carver
Photo. Dept. Mgr.—Brandt Gray (m) (S)
Real Estate—Robt. Bernick (m) (S)
Travel—Don Howard (m) (S)
Society—Mary Pappasideris (m) (S)

VERMONT

BARRE (Vt.), TIMES (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Memorial Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. G. Angwin
Book—S. E. Billings
Columnist—Gail H. Helmer
Editorial Writers—S. E. Billings
Farm—S. E. Billings
Photo. Dept. Mgr.—Geo. Grimard, Jr.
Picture Editor—P. G. Angwin

BENNINGTON (Vt.), BANNER (e)
Special Editions: Easter Fashion; Bargain Days (Aug.); Christmas Cards (Dec.).
No Editions: Washington's Birthday; Aug. 16; July 4th, Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Hadwen
Book—Agnes Rockwood
Business-Financial—Frank E. Howe II
Cartoonist—Burton Turner
Church—Laurence Barker
Columnists—Agnes Rockwood; Laurence Barker; George Hadwen; Frank E. Howe II
Editorial Writers—Frank E. Howe II; Arthur Grant; Leonard Wilson
Farm—Laurence Barker
Fashion—Agnes Rockwood
Motion Picture-Theatrical—Agnes Rockwood
Photo. Dept. Mgr.—Arthur Grant
Picture Editor—Frank E. Howe II
Radio-Television—Laurence Barker
Society—Agnes Rockwood

SPECIAL DATA—Continued

BRATTLEBORO (Vt.), REFORMER (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Hard Bonner
Cartoonist—Al Merrell
Church—Julia Park
Columnists—Hugh Barron; Ken Campbell; Edith Wiley; Hal March, Jr.
Credit Mgr.—Harold C. Allen
Editorial Writer—John S. Hooper
Education—Victor Harrison
Food—Mrs. C. S. Leach
Motion Picture-Theatrical—Julia Park
Photo. Dept. Mgr.—Harry Asbury, Jr.
Picture Editor—John S. Hooper

BURLINGTON (Vt.), FREE PRESS (m)
Run-of-Paper Color Advs.: 1 color upon request.
Split Run Advertising: Every-other Paper.
Advs Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Vic Maerki; Walt Hickey
Credit Mgr.—Urban L. Bergeron
Editorial Writers—Edward F. Crane; Gordon Mills
Farm—Joseph Jamele, Jr.

BURLINGTON (Vt.), NEWS (e) (S)
Sunday color comics carried.
Special Editions: Golden Gloves (Jan.); Dollar Days (Aug.); Spring Fashion (Mar.); Clean-up Fix-up (Apr.); Miss Vermont Pageant (May); Bridal Edition (Jun.); Soap Box Derby (July); Fall Fashion Show (Sept.); House & Garden (Sept.); Cooking School (Oct.); Christmas Tabloid (Nov.); Football Contest (Oct.); Christmas Gift Page (Nov.-Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food. Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William Roesgen
Church—Gertrude Langlais
Credit Mgr.—Richard Barker
Editorial Writers—William Loeb; William Roesgen; Robert E. Cronin
Farm—Gertrude Langlais
Fashion—Gertrude Langlais
Food—Gertrude Langlais
Librarian—Ada Coventry
Personnel Mgr.—Richard Barker
Photo. Dept. Mgr.—Harry Richards
Radio-Television—Robert E. Cronin
Society—Gertrude Langlais

MONTPELIER (Vt.), ARGUS (e)
Split Run Advertising: Yes.
Special Editions: Dollar Days (July)
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day; Memorial Day; Veterans' Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Elaine Atkins; Stanley MacPherson

NEWPORT (Vt.), EXPRESS (e)
No Editions: New Years. May 30; July 4; Labor Day; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Vonda Bergman
Credit Mgr.—Franz A. Hunt
Editorial Writer—R. W. Lalime
Personnel Mgr.—Robert C. Hunt
Photo. Dept. Mgr.—R. C. Hunt
Picture Editor—R. C. Hunt

RUTLAND (Vt.), HERALD (m)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leonard Archer
Editorial Writer—Sargeant Wild
Farm—Sargeant Wild
Food—Mrs. Frances Fancher
Photo. Dept. Mgr.—Aldo Merusi

ST. ALBANS (Vt.), MESSENGER (e)
Special Editions: Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Dorothy Benton
Picture Editor—Stanley Cummings
Society—Dorothy Benton
Address all general correspondence to Paul Rixon.

ST. JOHNSBURY (Vt.), CALEDONIAN-RECORD (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving, Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Lowell Smith
Food—Barbara Smith
Photo. Dept. Mgr.—Ernest Evans
Society—Barbara Smith

VIRGINIA

ALEXANDRIA (Va.), GAZETTE (e)
Advs. Not Accepted: Liquor
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. C. Carlin, Jr.
Business-Financial—Lewis A. Stearman
Church—Marion Landing
Editorial Writer—C. C. Carlin, Jr.
Education—C. C. Carlin, Jr.
Personnel Mgr.—Lewis A. Stearman
Real Estate—Mrs.Helen Young
Society—Gwen Dobson

BRISTOL (Va.), BRISTOL HERALD COURIER (m); VIRGINIA-TENNESSEAN (e); HERALD COURIER & VIRGINIA-TENNESSEAN (S)
Run-of-Paper Color Advs.: 2 colors, any day.
Sunday color comics carried.
Group Membership: General Advertising Service Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Reva Gilmer (m) (S)
Credit Mgr.—J. E. Beach, Jr.
Editorial Writers—James Baxley (m); Herman Giles (e)
Farm—Robert Loving (m) (S); Roy Elkin (S) (e)
Fashion—Lilian Childress (m) (S); Margaret Forbush (e)
Food—Lilian Childress (m); Margaret Forbush (e)
Librarian—Reva Gilmer
Photo. Dept. Mgr.—Harrison Hall (m) (S)
Real Estate—Roy Elkins (e) (S)
Society—Lilian Childress (m) (S); Margaret Forbush (e)

CHARLOTTESVILLE (Va.), PROGRESS (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E. Lindsay
Church—Alan Bruns
Editorial Writer—C. R. Babcock
Farm—Boyce Loving
Fashions—Anita Black
Music—Anita Black
Picture Editor—Lindsay Mount
Society—Anita Black

CLIFTON FORGE (Va.), REVIEW (e)
Special Editions: Pre-Christmas (Nov.); Christmas (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. H. R. Topping
Editorial Writers—Jack B. Thompson; Lois T. Thompson
Society—Mrs. H. R. Topping.
Sports—Bob Denton

COVINGTON (Va.), VIRGINIAN (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. not Accepted: Claims to cure goitre, cancer or TB.
Annual Special Editions: Back-to-School (Aug.); Christmas Greetings (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. F. Beirne, III
Business-Financial—Richard F. Beirne
Church—Mrs. Alma Fisher
Editorial Writers—James Echols
Education—Rose Somers Beirne
Farm—Francis Hipes
Fashion—Mrs. Alice Persinger
Food—Lacy Marshall
Garden—Mrs. Alice Persinger
Librarian—Mrs. Alma Fisher
Music—R. F. Beirne, IV
Photo. Dept. Mgr.—Douglas Smith
Picture Editor—Mrs. Virginia Haley
Radio-Television—Walton Morton
Real Estate—Richard Beirne
Travel—Mrs. Camille Beirne
Society—Mrs. Alice Persinger

DANVILLE (Va.), REGISTER (m) (S); BEE (e)
Advs. Not Accepted: Liquor, Beer (S).
Sunday color comics carried.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Farley
Book—G. Tetley
Church—W. Marion Saunders
Editorial Writers—W. Marion Saunders (m) (S); Girard Tetley (e)
Fashion—Mary Prillaman
Motion Picture-Theatrical—A. A. Farley
Music—Mary Prillaman
Photo. Dept. Mgr.—Leon Townsend
Society—Mary Prillaman

FREDERICKSBURG (Va.), FREE LANCE-STAR (e)
Split Run Advertising: Geographically.
Advs. Not Accepted; Mail order.
Special Editions: Spring Opening (Mar.); Christmas Supplement (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Menu column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth R. Gregg
Book—Charles S. Rowe
Editorial Writer—Charles S. Rowe
Farm—Paul A. Muse
Fashion—Marilyn T. Muse
Food—Marilyn T. Muse
Photo. Dept. Mgr.—James P. McKnight
Picture Editor—James P. McKnight
Real Estate—Kenneth R. Gregg
Society—Marilyn T. Muse

HARRISONBURG (Va.), DAILY NEWS-RECORD (m)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Feb. 22; Decoration Day; July 4; Labor Day; Armistice Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. S. Reilly
Aviation—W. S. Reilly
Church—W. S. Reilly
Columnist—Bruce Slaven
Editorial Writer—D. Lathan Mims
Photo. Dept. Mgr.—Allen Litten
Society—Ethel M. Lucas

HOPEWELL (Va.), NEWS (e)
Special Editions: Cooking School (Feb.); Back To School (Aug.); Fall Fashions (Oct.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. Robbins, Jr.
Aviation—Philip Robbins
Book—A. Robbins, Jr.
Business-Financial—A. Robbins, Jr.
Church—Mrs. Ruth Shuey
Editorial Writer—A. Robbins, Jr.
Education—Cordelia Robbins
Farm—Philip Robbins
Fashion—Mrs. Ruth Shuey
Food—Cordelia Robbins
Librarian—Hannah Baxter
Motion Picture-Theatrical—Cordelia Robbins
Picture Editor—Cordelia Robbins
Radio-Television—Cordelia Robbins

(Continued on Page 234)

WHY ROANOKE, VA. IS A MOST IDEAL TEST MARKET

Roanoke is the largest market in the entire Western half of Virginia.

Roanoke's economy embraces a large number of diversified industries and agricultural pursuits.

In the Roanoke market practically all daily newspaper readers read the TIMES or WORLD-NEWS. These media will cooperate fully in making your market test. Surveys are conducted, route lists furnished and trade promotions mailed.

"DOMINATING VIRGINIA'S GREAT MOUNTAIN-INDUSTRIAL EMPIRE"

Roanoke is a "Burgoyne" City!

Roanoke is the undisputed center for *all* business activity in an area covering 16 countries and over 450,000 population. Here are nearly a half-million people ready and *wanting* to buy *your* products . . . in the *Roanoke* Market!

Spot color is available

FREE BOOKLET with FULL INFORMATION

"THE BECKONING LAND" gives you full details. Ask your S.F.W. Representative or write direct

ROANOKE TIMES AND WORLD-NEWS

National Representatives
SAWYER — FERGUSON — WALKER CO.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

VIRGINIA—Cont'd

HOPEWELL (Va.) NEWS—Cont'd

(Continued from Page 233)

Real Estate—Philip Robbins
Travel—Cordelia Robbins

LYNCHBURG (Va.), NEWS (m); ADVANCE (e); NEWS (S)
Sunday color comics carried.
Special Editions: Garden (Apr.)
No Editions: Christmas
Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robert C. Glass (m) (S); Philip L. Scruggs (e)
Farm—Henry P. Creasy

MARTINSVILLE (Va.), BULLETIN (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Vending machine; liquor (S).
Special Editions: Home Edition (Mar.); Vacation (May); Brides (May); Back-to-School (Aug.); Safety Edition (Oct.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Dec. 25.
Group Membership: General Newspapers Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Antoinette M. Haskell
Editorial Writers—R. H. Haskell, Jr.; K. L. Thompson, Jr.; K. R. Noble

NEWPORT NEWS (Va.), DAILY PRESS (m) (S); TIMES-HERALD (e)
Run-of-Paper Color Advs.: 2 colors.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade
Radio Station Affiliation: WGH.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. C. Brown (m) (S)
Credit Manager—W. R. Van Buren, Jr.
Editorial Writers—Fred J. Naff (m) (S); W. M. Harrison (e)
Education—John Grieff
Fashion—Margaret Flanagan
Food—Margaret Flanagan (m) (S); G. L. Price (e)
Librarian—Mildred Russell (m) (e) (S)
Music—F. J. Naff (m) (S)
Photo. Dept. Mgr.—W. E. Bonsor (m) (e) (S)
Picture Editor—H. E. Lee (m) (S); Louis Bain (e)
Society—Margaret Flanagan (m) (e) (S)
C. G. Marshall (Washington Ed.)

NORFOLK (Va.), LEDGER-DISPATCH and PORTSMOUTH STAR (e) PILOT & STAR (S)
Run-of-Paper Color Advs.: 3 colors.
Sunday color comics carried.
No Editions: Christmas.
Magazine Section Carried: This Week.
Radio Station Affiliation: WTAR.
Television Station Affiliation: WTAR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Goodenow Tyler (e)
Aviation—James Elliott (e); Richard Mansfield (m)
Book—Judith Semonche (m) (S); Clarence Walton (e)
Business-Financial—Frank Sullivan (m) (S); John Opel (e)
Church—Betty Bradley (m) (S); Sandusky W. Curtis (e)
Columnists—John C. Wilkinson; Robert Smith (m)
Credit Mgr.—Charles Field
Editorial Writers—Lenoir Chambers; William S. Meacham; Robert Mason (m) (S); Joseph A. Leslie, Jr.; George Hebert; Barrett R. Richardson (e)
Education—Luther Carter (m) (S); Jean Porter (e)
Farm—Charles C. Rodeffer (m) (S); Donald Moore (e)
Fashion—Mrs. Marion Dodson (e); Mrs. Omeda Brockett (m)
Food—Richard M. Cobb (m) (S); Mrs. Idah Wood (e)
Garden—Mrs. Marion Dodson (e); Gisella Grimm (m) (S)
Librarian—Bess Whitworth
Motion Picture-Theatrical—Warner Twyford (m) (S); Mary Hopkins (e)
Music—Warner Twyford (m) (S); Charles Hoofnagle (e)
Personnel Mgr.—Cameron Gregory
Photo. Dept. Mgr.—James E. Mays (m) (S); H. D. Vollmer (e)
Radio-Television—Warner Twyford (m) (S); Clarence Walton (e)
Real Estate—Frank Sullivan (m) (S); John Opel (e)
Travel—J. Goodenow Tyler (e); Fred Holley (m)
Society—Frances Stansbury (m) (S); Virginia Pender (e)

PETERSBURG (Va.), PROGRESS-INDEX (e) (S)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions: Christmas; July 4th.
Group Membership: Southeastern Color Comic group.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. G. Turner
Book—E. A. Wyatt
Business-Financial—Robert C. Smith
Church—Thomas H. Sloan
Columnist—Fred Fletcher
Credit Manager—George H. Lewis III
Editorial Writer—Edward A. Wyatt
Education—James G. Scott
Farm—Jack Fulp
Fashion—Virginia Wells
Food—Virginia Wells
Garden—Jack Fulp
Librarian—James G. Scott
Motion Picture-Theatrical—Mary Cherry Allen
Music—Hubert Tillery
Photo. Dept. Mgr.—James L. Ezzell
Picture Editor—James L. Ezzell
Radio-Television—W. P. Brown, Jr.
Real Estate—W. P. Brown, Jr.
Travel—J. C. Lyons
Society—Virginia Wells

PORTSMOUTH (Va.), TIMES (e) (S)
Run-of-Paper Color Advs.: 1 color.
Split Run Advertising: Every-other Paper.
Special Editions: City Wide Dollar Day (Aug. & Feb.); Fashion Supplement (Oct. & Apr.).
No Editions: Christmas Day.
Food and/or Household Dept.: Food pages Thurs., (use art, recipes, etc.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William O. Prince
Aviation—T. F. Bie
Business-Financial—Frank Greco
Church—Gene Phillips
Columnists—Pete Glazer; Bill Leffler; Russell Borjes
Editorial Writer—Robert R. Barber
Education—Jane Hix
Fashion—Katheryne Hilliard
Food—Jane Hix
Garden—Catherine Hudson
Motion Picture-Theatrical—Jane Hix
Photo. Dept. Mgr.—John Seger
Radio-Television—Jane Hix
Society—Katheryne Hilliare

PULASKI (Va.), SOUTHWEST TIMES (e ex. Sat) (S)
Sunday color comics carried.
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Evelyn S. Hall
Editorial Writers—Dan J. Rooker; Warren Mitchell
Society—Mrs. Tom Combiths

RADFORD (Va.), NEWS JOURNAL (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Hurst
Church—Betty Kirby
Editorial Writer—Godfrey W. Stancill
Society—Reba Jordan

RICHMOND (Va.), TIMES-DISPATCH (m) (S); NEWS LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Thurs., Fri., Sun.
Radio Station Affiliation: WRNL.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dr. Lewis F. Ball (m) (S); John Cook Wyllie (e)
Business-Financial—J. E. Dunford (m) (S); John Lee (e)
Cartoonist—Fred Seibel (m) (S)
Credit Mgr.—W. F. Robertson
Editorial Writers—K. V. Hoffman; Overton Jones; Virginius Dabney (m) (S); J. J. Kilpatrick; John A. Hamilton (e)
Fashion—Sylvia Costen (e); Mrs. Ernest Edinger (m) (S)
Food—Dorothy Robertson (m); Mildred Williams (e)
Librarian—Mary Morris Watt (e) (m) (S)
Motion Picture-Theatrical—Alton Williams (e); Edith Calisch (S) (m)
Music—Dr. John White (m) (S); Charles W. Scarborough (e)
Photo. Dept. Mgr.—Joseph Colognori (m) (e) (S)
Radio-Television—Victor Dorr (e); Norman Rowe (m) (S)
Society—Mrs. Ernest Edinger (m) (S); Sylvia Costen (e)

ROANOKE (Va.), TIMES (m) (S); WORLD-NEWS (e)
Split Run Advertising: Split copy alternately off press M, T, or W, except collect runs; also copy change morning to afternoon or vice versa weekdays, or split days, same copy.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Western Virginia Progress (Jan.); Greater Roanoke Days (Jan. & July); Farm and Garden (Feb.); Graduation (May); Vacation and Travel (June); Father's Day (June); Football and Back-to-School (Aug.); Real Estate & Home Section (Sept.); Insurance (Oct.); White Christmas (Dec.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food features; homemaking hints; Interior Decorating—Thurs.; Fri.; Sun.
Radio Station Affiliation: WDBJ (AM & FM)
Television Station Affiliation: WDBJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Horace Hood (m); A. G. Smith (e)
Aviation—E. H. Hammersley, Jr. (m); A. G. Smith (e)
Book—Horace Hood (m); W. C. Stouffer (e)
Business-Financial—N. Middleton(m); A. G. Smith (e)
Church—Horace Hood (m); Frances Stebbins (e)
Columnist—Ben Beagle (m)
Credit Mgr.—Arthur D. Cooper
Editorial Writers—J. M. Orndorff (m); M. Carl Andrews (e)
Education—Horace Hood (m); A. G. Smith
Farm—N. Middleton(m); Ozzie Worley (e)
Fashion—Phyllis Moir (m); Mary Bland Armistead (e)
Food—Phyllis Moir (m); Mary Bland Armistead (e)
Garden—Horace Hood (m); Frank Hancock (e)
Librarian—Betty Heavener (m) (e)
Motion Picture-Theatrical—Horace Hood (m); A. G. Smith (e)
Music—Phyllis Moir (m); Mary Bland Armistead (e)
Photo. Dept. Mgr.—Howard Hammersley (m) (e)
Picture Editor—Howard Hammersley (m); Frank Hancock (e)
Radio-Television—Jesse Chapman (m) (e)
Real Estate—Horace Hood (m); A. G. Smith (e)
Travel—Horace Hood (m); A. G. Smith (e)
Society—Phyllis Moir (m); Mary Bland Armistead (e)

STAUNTON (Va.), NEWS-LEADER (m) (S) EVENING LEADER (e)
Advs. Not Accepted: Work-at-Home; Vending Machines.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. Walton Opie (m) (S); E. Lewis Knowles (e)

SUFFOLK (Va.), NEWS-HERALD (e) (S)
Sunday color comics carried.
Special Editions: Spring Fashion (Before Easter); Fall Fashions (Aug.-Sept.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. J. Missett

WAYNESBORO (Va.), NEWS-VIRGINIAN (e)
Run-of-Paper Color Advs.: 3 colors. Daily ex.Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic Beverages; fortune telling.
Special Editions: Spring Fashions (Mar.); Back-to-School (Aug.); Mad Anthony Wayne Festival Days (Sept.); Harvest Days (Oct.); Christmas Shopping (Nov.); Christmas Greetings (Dec. 24).
No Editions: New Years Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food copy and/or Pictures daily on Woman's Page. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Louis Spilman
Church—Thelma L. Smith
Columnist—Louis Spilman
Credit Mgr.—R. S. Harper
Editorial Writers—Louis Spilman; William B. Spilman
Farm—George Lawson
Fashion—Thelma L. Smith
Features—Curtis L. Miller
Food—Thelma L. Smith
Garden—Thelma L. Smith
Librarian—Ann Tench
Photo. Dept. Mgr.—W. B. Alwood, III
Picture Editor—E. P. Berlin, Jr.
Stamps—W. B. Spilman
Travel—Woodrow W. Stone
Society—Thelma L. Smith

WINCHESTER (Va.), STAR (e)
Advs. Not Accepted: Liquor
Special Editions: Winchester Days (July)
No Editions: Jan 1; May 1; May 30; July 4; Labor Day;,Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. B. O'Connell
Book—Miss Bobbie Conrad
Business-Financial—Gene Miller
Church—Miss Lula McDaniel
Editorial Writer—Harry F. Byrd, Jr.
Fashion—Miss Bobbie Conrad
Food—Miss Bobbie Conrad
Photo. Dept. Mgr.—Charlie Tait
Society—Miss Bobbie Conrad

WASHINGTON

ABERDEEN (Wash.), DAILY WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Mail Orders.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Irvine T. Seath
Aviation—Ade. Frederickson
Book—Primrose R. Foelkner
Business-Financial—Ed. Van Syckle
Church—Ed. Stanley
Credit Mgr.—S. S. Joubert
Editorial Writers—W. A. Rupp; Ed. Van Syckle
Education—Ed. Van Syckle
Farm—Ed. Stanley
Fashion—Primrose R. Foelkner
Food—Primrose R. Foelkner
Garden—B. Elliott
Librarian—Ed. Stanley
Motion Picture-Theatrical—Primrose R. Foelkner
Music—Primrose R. Foelkner
Personnel Mgr.—Peter Foelkner
Picture Editor—B. Elliott
Radio Television—Ed. Stanley
Real Estate—B. Elliott
Travel—Irvine T. Seath
Society—Primrose R. Foelkner

ANACORTES (Wash.), AMERICAN (e ex. Thurs. & Sat.)
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Wallie Funk
Editorial Writers—Wallie Funk; George Geasey

BELLINGHAM (Wash.), HERALD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Sunday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Sam Rugg
Credit Manager—Noel Morriset
Editorial Writers—W. C. Carver
Fashion—Nellie B. Duff
Food—Nellie B. Duff
Motion Picture-Theatrical—Nellie B. Duff
Music—Nellie B. Duff
Photo. Dept. Mgr.—Jack Carver
Society—Mrs. Sam Rugg

BREMERTON (Wash.), SUN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Special Editions: Spring Opening (Apr.); Home Edition (June); Fall Opening (Sept.).
Food and/or Household Dept.: features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Preston
Book—Julia Lee Macdonald
Church—Adele Ferguson
Columnists—James E. Hanson; Adele Ferguson
Credit Mgr.—Donald Gill
Editorial Writers—Julius Gius; Bob Sutton; Casey Davison
Education—Ervin H. Jensen
Food—Bob Sutton
Garden—Adele Ferguson
Music—Julia Lee Macdonald
Photo. Dept. Mgr.—Walter Hicks
Radio-Television—Beverly Port
Society—Julia Lee Macdonald

CENTRALIA-CHEHALIS (Wash.), CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Vending machines; mail order.
Special Editions: Home Building (Apr.); Back To School (Aug.); Fishing (Apr.); Hunting (Oct.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jean Turnbull
Book—John B. Edinger
Business-Financial—John B. Edinger
Church—Geneva Taylor
Columnists—Orville Boyington; E. J. Olson; Vance B. Noel
Credit Mgr.—Dorothy Ambeau
Editorial Writers—John B. Edinger; E. J. Olson
Education—E. J. Olson
Farm—E. J. Olson
Fashion—Geneva Taylor
Food—Geneva Taylor
Garden—E. J. Olson
Motion Picture-Theatrical—John B. Edinger
Music—John B. Edinger
Photo. Dept. Mgr.—E. J. Olson
Picture Editor—E. J. Olson
Radio-Television—Geneva Taylor
Real Estate—E. J. Olson
Travel—John B. Edinger
Society—Geneva Taylor

ELLENSBURG (Wash.), RECORD (e ex. Sat. & Sun.)
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo (Sept.); Fall Fashion (Oct.); Spring Fashion (Mar.).
No Editions: New Years; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Taylor
Aviation—Howard Kaynor
Church—Pearl Howard
Columnist—Dorothy Bonny
Credit Mgr.—Lois Taylor
Editorial Writer—Clifford Kaynor
Education—Leo Handley
Farm—Jay Becker
Fashion—Pearl Howard
Food—Pearl Howard
Garden—Fern Kaynor
Motion Picture-Theatrical—George Gross
Photo. Dept. Mgr.—Howard Kaynor
Picture Editor—Leo Handley
Real Estate—Esther Baker
Travel—Clifford Kaynor
Society—Pearl Howard

EPHRATA (Wash.), GRANT COUNTY DAILY JOURNAL (e)
Special Editions: Anniversary (Jan.).
No Editions: All union holidays.
Food and/or Household Dept. Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Les Parr
Aviation—John Simpson
Book—Kathryn N. Simpson
Business-Financial—Ron Sisson
Church—Selma Therriault
Columnists—Les Parr; Ron Sisson
Credit Manager—K. N. Simpson
Editorial Writer—James H. Simpson
Education—Selma Therriault
Farm—Jack Yearout
Fashion—Selma Therriault
Food—Dick Sutherland
Garden—Selma Therriault
Librarian—Josephine B. Simpson
Motion Picture-Theatrical—Kathryn N. Simpson
Personnel Manager—John J. Simpson
Photo. Dept. Mgr.—Les Parr
Picture Editor—Les Parr
Radio-Television—Kathryn N. Simpson
Real Estate—Dick Sutherland
Travel—John J. Simpson
Society—Selma Therriault

EVERETT (Wash.), HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Sun.
Advs. Not Accepted: Mail order.
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Spence
Aviation—Will Nessly
Book—Robert D. Best
Business-Financial—A. M. Glassberg
Church—A. M. Glassberg
Credit Mgr.—R. C. Scheldt
Editorial Writer—A. M. Glassberg
Education—Lloyd Spence
Farm—Don Davis
Food—A. M. Glassberg
Garden—A. M. Glassberg
Music—Walter Butler
Photo. Dept. Mgr.—Bus Riley
Picture Editor—Lloyd Spence
Radio-Television—Betty Moir
Real Estate—Lloyd Spence
Travel—Lloyd Spence

LONGVIEW-KELSO (Wash.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
No Editions: Christmas.
Food and/or Household Dept.: Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Carlton Moore
Aviation—Jan Fardell
Book—J. Carlton Moore
Business-Financial—Margaret Anderson
Church—Dorothy Krubeck
Columnists—J. M. McClelland, Jr.; Carlton Moore
Credit Mgr.—Wm. L. Brigman
Editorial Writer—J. M. McClelland, Jr.
Education—Harriet Hansen
Fashion—Agnes Staggs
Garden—Larry Peeples
Librarian—Dorothy Krubeck
Music—Agnes Staggs
Photo. Dept. Mgr.—Leo Walstead
Picture Editor—Jan Fardell
Radio-Television—Don Berg
Real Estate—Larry Peeples
Travel—J. Carlton Moore
Society—Agnes Staggs

MOSES LAKE (Wash.), COLUMBIA BASIN DAILY HERALD (e ex Sat.)
Run-of-Paper Color Advs.: 1 color & black.
Advs. Not Accepted: Mail order.
Special Editions: Fair & Rodeo (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ned Thomas
Photo. Dept. Mgr.—E. F. Holbert
Society—Ethyl Marie Greeley

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MOUNT VERNON (Wash.), HERALD (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. D. Glover

OLYMPIA (Wash.), OLYMPIAN (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.

PASCO (Wash.), COLUMBIA BASIN NEWS (m)
Run-of-Paper Color Advs.: Up to 1 color & black. Mon. thru Sat., 3 days leeway. No color Fri.
Special Editions: Progress (Mar.); Christmas Shopping (Nov.); Home Show (Apr.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex G. Adams
Book—M. B. Voorhees
Business-Financial—Paul Busselle
Columnists—M. B. Voorhees; Charles Van Sickel; Patrick J. Owens; Ted Van Arsdol
Editorial Writers—Patrick J. Owens; M. B. Voorhees; Paul Busselle
Education—Patrick Owens
Farm—Patrick Owens
Fashion—Geneva Newell
Food—Geneva Newell
Garden—Geneva Newell
Motion Picture-Theatrical—Dixon Murphy
Music—Geneva Newell; Elaine Seaver
Photo. Dept. Mgr.—Duane Mason
Picture Editor—Gil Lyons
Radio-Television— Paul Busselle
Real Estate—A. K. Aman
Travel— Ted Van Arsdol
Society—Geneva Newell

PASCO-KENNEWICK-RICHLAND (Wash.), TRI-CITY HERALD (e. ex. Sat.) (S)
Run-of-Paper Color Advs.: 1,2 & 3 colors. Daily & Sun.
No Editions: New Years; Decoration Day; July 4th; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. Lamb
Aviation—Dick Galbraith
Book—Neva Bequette
Business-Financial—Bill Bequette
Church—Matt Miletich
Columnists—Gil Gilmore; Glenn C. Lee; Beth Tampien
Editorial Writers—Don Pugnetti
Education—Chas. Lamb
Farm—Bill Bequette
Fashion—Mrs. Hill Williams
Food—Don Pugnetti
Garden—Bill Bequette
Librarian—Dorothy Adcock
Motion Picture-Theatrical—Bill Bequette
Music—Neva Bequette
Photo. Dept. Mgr.—Ralph Smith
Picture Editor—Don Pugnetti
Society—Mrs. Hill Williams

PORT ANGELES (Wash.), PORT ANGELES NEWS (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KONP

SEATTLE (Wash.), DAILY JOURNAL OF COMMERCE & NORTHWEST CONSTRUCTION RECORD (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: January.
DEPARTMENTAL EDITORS and/or MANAGERS
All editorial correspondence should be addressed to M. W. Bean, Editor.

SEATTLE (Wash.), POST-INTELLIGENCER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Objectionable medical.
Special Editions: Home Show (Mar. 1); Ntl. Homes Week (Sept.); Trade & Industry (Aug.); Industrial page each Mon.; TV Section each Sun.; Food Section each Thurs.; Boat Show (Nov.).
Syndicated Magazine Section Carried: Pictorial Review; American Weekly.
Food and/or Household Dept.: Prudence Penny.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Hill
Aviation—William Schulze
Book—Lucille Cohen
Business-Financial—Fergus Hoffman
Cartoonists—Stuart Moldrem; Fred Marshall
Church—E. J. Mitchell
Columnists—Frank Lynch; Clarence Dirks
Credit Mgr.—L. R. Foley
Editorial Writer—Nard Jones
Farm—Walter Rue
Fashion—Marion Stixrood
Food—Maurine Kelley
Garden—Dr. John Hanley
Librarian—Mary Cunningham
Motion Picture-Theatrical—John Voorhees
Music—John Voorhees
Personnel Mgr.—J. J. Callaghan
Photo. Dept. Mgr.—Kenneth Harris
Picture Editor—Bruce Penny
Radio-Television—W. F. Jahn
Real Estate—E. J. Mitchell
Travel—James Hill
Society—Marion Stixrood

SEATTLE (Wash.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Sunday color comics carried.
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Liquor (S).
Group Membership: Pacific Sunday Group; Metropolitan Gravure & Comics.
Food and/or Household Dept: Daily food page
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Twiss
Book—Lucile McDonald
Business-Financial—Erwin Laurance
Cartoonists—Stuart Pratt; Parker McAllister
Church—Lane Smith
Columnists—Ross Cunningham; Byron Fish; C. T. Conover; E. B. Fussell; Ed Guthman
Credit Mgr.—Calvin C. Rule
Editorial Writer—J. Matthew O'Connor
Fashion—Miriam Beckes
Food—Miriam Beckes
Librarian—Florina Conklin
Motion Picture-Theatrical—Louis Guzzo
Music—Louis Guzzo
Personnel Mgr.—Calvin C. Rule
Photo. Dept. Mgr.—Josef Scaglia
Radio-Television—Louise L. Bresky
Real Estate—Alice Staples
Society—Dorothy Brant Brazier

SPOKANE (Wash.), SPOKESMAN-REVIEW (m) (S); CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Jan.); Automotive (Feb.); Vacation and Travel (May); Homemaker's Edition (Aug.); Baby Album (Apr.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan; Pacific Coast Sunday Group.
Food and/or Household Dept.: Dorothy Dean Homemakers Service Magazine Feature
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. J. Walker

TACOMA (Wash.), NEWS-TRIBUNE (e) LEDGER (S)
Run-of-Paper Color Advs.: Up to 2 colors daily & Sun.
Sunday color comics carried.
Group Membership: Metropolitan; Pacific Sunday Mag.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTNT
Television Station Affiliation: KTNT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin Johnson
Book—Frank M. Lockerby
Church—Kenneth Fleming
Credit Mgr.—J. V. Brosamer
Editorial Writers—Frank M. Lockerby; Tom Potwin
Farm—Erna Bence
Librarian—Elsie Petit
Motion Picture-Theatrical—Virgil Langdon
Music—Katharine Hunt
Personnel Mgr.—Chas. Short
Radio-Television—Helen Rogers
Real Estate—Richard Monaghan
Society—Marcia Shannon

VANCOUVER (Wash.), THE COLUMBIAN & SUN (e ex. Sat.)
Run-of-Paper Color Advs.: Black and 3 colors every day except Thursday when black and 2 colors.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Erwin Rieger
Aviation—Erwin Rieger
Book—R. L. Bachman
Church—Dave Jewett
Editorial Writers—R. L. Bachman; Erwin Rieger
Farm—Tom Koenninger
Fashion—Jessie Rody
Food—Al Crombie
Garden—Tom Koenninger
Photo. Dept. Mgr.—Erwin Rieger
Picture Editor—Erwin Rieger
Radio-Television—Dave Jewett
Travel—Al Crombie
Society—Jessie Rody

WALLA WALLA (Wash.), UNION-BULLETIN (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Liquor (S); mail order mdse.
Special Editions: Progress Edition (Feb.)
No Editions: Christmas
Food and/or Household Dept.: Thurs.; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James B. Schick
Aviation—James B. Schick
Book—James B. Schick
Business-Financial—James M. Hutcheson
Church—Claude M. Gray
Editorial Writer—H. Sherman Mitchell
Education—Carol Lund
Farm—Douglas Blessinger
Fashion—Iris Myers
Food—Barbara Dunkelburg
Garden—Marian Frazier
Librarian—Marian Frazier
Motion Picture-Theatrical—Barbara Dunkelburg
Music—Carol Lund
Photo. Dept. Mgr.—Wm. Lilley
Picture Editor—James M. Hutcheson
Radio-Television—Marian Frazier
Real Estate—James B. Schick
Travel—Iris Myers
Society—Iris Myers

WENATCHEE (Wash.), WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Sunday color comics carried.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Progress (Apr.); Gardening (Feb.); Building (Mar.); Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Nov.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Sun.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hu Blonk
Cartoonists—Richard Larsen
Church—Beulah Davenport
Credit Manager—J. E. Watkins
Editorial Writer—Robert Woods
Education—Genevieve Strand
Farm—Richard Larsen
Fashion—Beulah Davenport
Food—Beulah Davenport
Garden—Beulah Davenport
Librarian—Elizabeth Yeager
Music—Lona Courtney
Picture Editor—Hu Blonk
Society—Lona Courtney

YAKIMA (Wash.), HERALD (m) (S); REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Advs. Not Accepted: Mail order.
Special Editions: Fashion (Mar., Sept.); School (Aug.).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—A. K. Eiland

WEST VIRGINIA

BECKLEY (W. Va.), BECKLEY POST-HERALD (m); RALEIGH REGISTER (e); Combined Week-End Edition (Sat.); Combined Edition (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: State Fair (Aug.); Forest Fire Prevention (Sept.)
No Afternoon Editions: July 4th; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Emile J. Hodel (m) (S); C. J. McQuade (e) (S)
Editorial Writers—Emile J. Hodel (m) (S); C. J. McQuade (e); Charles Hodel (S)
Fashion—Lina MacFarland (m) (S) (e)
Food—Lina MacFarland (m) (S)
Librarian—Edward J. McFarland
Society—Lina MacFarland (m) (S)

BLUEFIELD (W. Va.), TELEGRAPH (m); SUNSET NEWS (e); TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Sun. morning; Thurs. afternoon; Fri. morning.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Spring Fashion (Mar.); Building Section (Apr.); Father's Day (June); Back to School (Aug.); Better Homes Week (Sept.).
Food and/or Household Dept.: Yes.
Radio Station Affiliations: WHIS
Television Station Affiliation: WHIS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Altizer (m) (S); Bill Crawford (e)
Aviation—Marion Wall (m) (e) (S)
Book—Betty Hornbeck (m) (S); Ann Hobson (e)
Business-Financial—Betty Hornbeck (m) (S); Wesley Scott (e)
Church—Betty Hornbeck (m) (S); Ann Hobson (e)
Columnists—V. L. Currence; Kiffie Currence; Jim Dalton; Jean Fitzgerald; Bill Crawford; H. L. Browning; Suzanne Hensley; Marion Wall (e)
Editorial Writers—Hugh Shott, Jr. (m) (S); A. S. Barksdale, Jr. (e)
Education—Jerry McDevitt (m) (S); Ann Hobson (e); Marion Wall (e)
Farm—Jerry McDevitt (m) (S); Wesley Scott (e); Ann Hobson (e)
Fashion—Jean Fitzgerald
Food—Suzanne Hensley
Garden—Suzanne Hensley
Librarian—Joann McClanahan
Motion Picture-Theatrical—Betty Hornbeck (S); Wesley Scott (e)
Music—V. L. Currence (m) (S); Wesley Scott (e)
Photo. Dept. Mgr.—Randall Clay (e); Frank Altizer (m) (S)
Picture Editor—V. L. Currence (m) (S); Wesley Scott (e)
Radio-Television—Wesley Scott (m) (e) (S)
Real Estate—Jerry McDevitt (m) (S); Lurline Babbitt (e)
Travel—Betty Hornbeck (m) (S); A. S. Barksdale, Jr. (e)
Society—Jean Fitzgerald (m) (S); Suzanne Hensley (e)

CHARLESTON (W. Va.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. (m) Daily ex. Fri.; (S) in magazine only.
Sunday color comics carried.
Split Run Advertising: Geographically When over 48p; Every-other Paper When Under 48p.
Advs. Not Accepted: Liquor (S).
Print Own Magazine: Yes.
Group Membership: King Features/Color Prod.
Food and/or Household Dept.: Food Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dallas C. Higbee
Aviation—Dallas C. Higbee
Book—James F. Dent
Business-Financial—George Lawless
Cartoonists—Kendall Vintroux; James Dent
Church—James A. Haught
Columnists—Harry G. Hoffmann; L. T. Anderson; George E. Lawless, Jr; A. L. Hardman
Credit Mgr.—Jane A. Newman
Editorial Writers—Harry G. Hoffmann; Thomas F. Stafford
Education—Harry Ernst
Farm—James B. Dickson
Fashion—Jerry Braden
Food—Evelyn Comer
Garden—Anne G. Howard
Librarian—Ada Harless
Motion Picture-Theatrical—Nancy Brady
Music—Bayard F. Ennis
Photo. Dept. Mgr.—Frank Wilkin
Picture Editor—Frank Wilkin
Radio-Television—Nancy Brady
Society—Lois Amick

CHARLESTON (W. Va.), MAIL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Christmas Shopping (Dec.); Home Appliance (Apr.); Vacation (May); Back to School (Aug.); Cook Book (Oct.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. M. Sayre
Book—J. D. Maurice
Business-Financial—Frank E. Shaffer
Church—Leo Peters
Columnists—Wilma Higginbotham; Sol Padlibsky
Credit Mgr.—C. H. Jenkins
Editorial Writer—J. D. Maurice
Education—John Greene
Fashion—Wilma Higginbotham
Food—Joy Greene
Garden—William Miller
Librarian—Helen Anderson
Motion Picture-Theatrical—Leo Peters
Music—J. D. Maurice
Photo. Dept. Mgr.—Earl Benton
Picture Editor—Vint Jennings
Radio-Television—Arnold Knapp
Real Estate—Robert Schumann
Travel—R. M. Sayre
Society—Wilma Higginbotham

CLARKSBURG (W. Va.), EXPONENT (m ex. Mon); TELEGRAM (e); EXPONENT-TELEGRAM (S)
Sunday color comics carried.
No Editions: July 4; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—W. W. Powell
Society—Alma M. Corder (m) (S); Willadene Sapp (e)

FAIRMONT (W. Va.), TIMES (m); WEST VIRGINIAN (e); TIMES-WEST VIRGINIAN (S)
Sunday color comics carried.
Special Editions: Industrial (Sept.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Richard Parrish (e); C. E. Smith (m)
Fashion—Joanne LeMasters (e); Kathryn Bloom (m)
Food—Joanne LeMasters (e); Kathryn Bloom (m)
Motion Picture-Theatrical—Haven Thompson
Radio-Television—Arthur Pearce
Society—Kathryn Bloom (m); Joanne LeMasters (e) (S)

GRAFTON (W. Va.), SENTINEL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Roberts
Book—Lee Roberts
Business-Financial—Lee Roberts
Church—Linda Moore
Columnist—Mrs. M. F. Bourjaily
Editorial Writers—M. F. Bourjaily; Lee Roberts
Farm—Lee Roberts
Librarian—Chas. Jones
Music—Lee Roberts
Photo. Dept. Mgr.—Lee Roberts
Society—Leota Griffith

HINTON (W.Va.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. Thelda J. Weeks
Columnist—J. E. Faulconer
Editorial Writer—O. D. Wyatt
Fashion—Elizabeth Morriss
Food—Elizabeth Morriss
Photo. Dept. Mgr.—E. P. Martufi Jr.
Radio-Television—T. C. Faulconer
Society—Elizabeth Morriss

HUNTINGTON (W. Va), HERALD DISPATCH (m); ADVERTISER (e); HERALD ADVERTISER (S)
Sunday color comics carried.
No Editions (e): New Years; Decoration Day; Labor Day; Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Homemakers section Thurs. & Fri; House & Garden.
Radio Station Affiliation: W S A Z
Television Station Affiliation: W S A Z, T-V
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Smith (m); Jack Hardin (e); Bill Balanger (S)
Aviation—Don Perry (m); Jack Hardin (e); Norman Rogers (S)
Book—Raymond Brewster (m); George H. Clark (e); H. R. Pinckard (S)
Business-Financial—Richard B. Smith (m); John Brown (e); H. R. Pinckard (S)
Cartoonist—Irv Dugan (m) (e) (S)
Church—Boyd Jarrell (m); John Brown (e); Estelle Belanger (S)
Columnists—C. V. "Duke" Ridgley; W. D. Click; Ruth Napier; Richard Smith (m); James R. Haworth; Earnest Salvatore; Harold Faller; Catherine Enslow (e); Fred Burns; H. R. Pinckard; Estelle Belanger; Raymond Lambert (S)
Credit Mgr.—Carolyn Renner
Editorial Writers—Raymond Brewster (m); Wendell S. Reynolds (e); H. R. Pinckard (S)
Education—Edgar Oliver (m); Dorothy Buzek (e); Margaret Neff (S)
Farm—W. D. Click (m); Hugh Maxwell (e); Norman Rogers (S)
Fashion—Ruth Napier (m); Jacquelin Swann (e); Margaret Neff (S)
Food—Ruth Napier (m); Jacquelin Swann (e); Margaret Neff (S)
Garden—W. D. Click (m); John Brown (e); Norman Rogers (S)
Librarian—Mrs. Bestie Evans (m) (e) (S)
Motion Picture-Theatrical—Boyd Jarrell (m); Custer Holliday (e); Norman Rogers (S)
Music—Boyd Jarrell (m); Dorothy Buzek (e); Estelle Belanger (S)
Photo. Dept. Mgr.—Maurice Kaplan (m) (e) (S)
Picture Editor—H. W. Quick (m); Charles Tucker (e); Estelle Belanger (S)
Radio-Television—Edgar Oliver (m); Earnest Salvatore (S); Custer Holliday (e)
Real Estate—Harry Flesher (m); Brooks Wells (e); Bill Balanger (S)
Travel—Catherine Enslow (e); Estelle Belanger (S); Boyd Jarrell
Society—Ruth Napier (m); Catherine Enslow (e); Margaret Neff (S)

LOGAN (W. Va.), BANNER (e)
No Editions: Labor Day; Thanksgiving; July 4th, Christmas.
Radio Station Affiliation: WLOG & WLOG-FM.

MARTINSBURG (W.Va.), JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gilbert C. McKown; Austin V. Wood
Picture Editor—William M. Thompson
Society—Ruth B. Willey

MORGANTOWN (W. Va.), DOMINION-NEWS (m); POST (e)
Sunday color comics carried.
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Walter Hart
Editorial Writer—Walter Hart (m); Brooks Cottle (e)
Society—Kathie Loufakis (m); Mrs. Maude Patterson (e)

MOUNDSVILLE (W. Va.), ECHO (e)
Run-of-Paper Color Advs.: 1 color and black.
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.

(Continued on Page 236)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WEST VIRGINIA—Cont'd

(Continued from Page 235)

MOUNDSVILLE (W. Va.) ECHO—Cont'd

Special Editions: County Fair (Aug.).
No Editions: Christmas; New Years; Decoration Day; July 4th; Labor Day; Thanksgiving.

PARKERSBURG (W. Va.), NEWS (m) (S); SENTINEL (e)
Advs. Not Accepted: (S) Alcoholic beverages.
Special Editions: (S) Appliance (May); Fashion (Mar); Fashion (Sept).
No Editions: (e) July 4; Labor Day; Thanksgiving; Christmas; (m & e) New Year's; Memorial Day.
Food and/or Household Dept.: Food section Thurs. (e) & Fri. (m); Food column daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. H. Keenan
Aviation—Marie Wood (m); H. Sutton Sharp (e)
Book—Marie Wood (m) (S); H. Sutton Sharp (e)
Business-Financial—Marie Wood (m) (S); H. Sutton Sharp (e)
Church—Charles Butler (m) (S); H. Sutton Sharp (e)
Columnists—Marie Wood (m) (S); Cordelia Moellendick (m) (S); Albert Woofter (m); Jas. H. Young (m)
Editorial Writers—James H. Young (m) (S); H. Sutton Sharp (e)
Education—James H. Young (m) (S); H. Sutton Sharp (e)
Farm—Albert Woofter (m) (S); H. Sutton Sharp (e)
Fashion—Bethel Swint (m) (S); Theresa Kivlehan (e)
Food—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Garden—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Librarian—Francis Hile (m) (S); Burns Harlan (e)
Motion Picture-Theatrical—Francis Hile (m) (S); Richard Suter
Music—Francis Hile (m) (S)
Photo. Dept. Mgr.—Glen Cumberledge (m) (S); Burns Harlan (e)
Picture Editor—James H. Young (m) (S); Burns Harlan (e)
Radio-Television—Francis Hile (m) (S); Richard Suter (e)
Real Estate—James H. Young (m) (S); H. Sutton Sharp (e)
Travel—Francis Hile (m) (S); H. Sutton Sharp (e)
Society—Bethel Swint (m) (S); Theresa Kivlehan (e)

POINT PLEASANT (W. Va.), REGISTER (e)
Special Editions: Easter; Back to School; Christmas; Baby Edition.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Knox Dye
Book—J. Knox Dye
Columnist—J. Knox Dye
Editorial Writers—Austin V. Wood
Farm—J. Knox Dye
Fashion—V. Lockhart
Food—Mrs. J. K. Dye
Librarian—V. Lockhart
Photo. Dept. Mgr.—J. Knox Dye
Picture Editor—J. Knox Dye
Society—P. Friend

WEIRTON (W.Va.), TIMES (e)
No Editions: New Year; July 4th; Memorial Day; Thanksgiving; Labor Day, Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Earle V. Wittpenn; Thais Shuler

WELCH (W.Va.), NEWS (e)
Advs. Not Accepted: Liquor; Wine.
Special Editions: Back to School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Hardison
Aviation—C. H. Hardison
Book—Emily Keyser
Business-Financial—W. R. Keyser
Church—Mrs. R. C. Farris
Columnist—Tony Casali
Editorial Writer—W. R. Keyser
Education—Lonnie Oakes
Farm—W. R. Keyser
Fashion—Mrs. R. C. Farris
Food—Mrs. R. C. Farris
Garden—W. R. Keyser
Librarian—Angeline Battlo
Motion Picture-Theatrical—Angeline Battlo
Music—Angeline Battlo
Photo. Dept. Mgr.—C. H. Hardison
Picture Editor—C. H. Hardison
Radio-Television—C. H. Hardison
Real Estate—W. R. Keyser
Travel—Mrs. R. C. Farris
Society—Mrs. R. C. Farris

WELLSBURG (W.Va.), HERALD (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to L. H. McCamic, editor.
Church—Mrs. Margaret Mozingo
Editorial Writers—L. H. McCamic; F. McCamic
Society—Mrs. Margaret Mozingo

WHEELING (W.Va.), INTELLIGENCER (m); NEWS-REGISTER (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Better Homes Show (May); Christmas Shopping (Dec.).
No Editions (e): New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
No Editions (m): Day after six observed holidays if day after falls on Mon., Tues., Wed., Thurs., or Fri.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Pages Every Thurs., Fri. & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Dronsfield (m) (e) (S)
Church—Frank Desmond (m)
Editorial Writers—Thomas O'Brien Flynn (m); Malcolm Brice (e)
Farm—Robt. Beans (m)
Fashion—Gene Ephlin (m); Rosalind Coleman (e) (S)
Food—Bob Montiegle (m); Rosalind Coleman (e) (S)
Garden—Robt. Bean (m); Rosalind Coleman (e) (S)
Motion Picture-Theatrical—Tom Kaib (m); Zita Pizar (e) (S)
Music—Dr. Paul Elbin (S)
Photo. Dept. Mgr.—Bert Gower (m); Don Muhleman (e) (S)
Radio-Television—Tom Kaib (m); Zita Pizer (e) (S)
Society—Gene Ephlin (m); Alma Mayer (e) (S)

WILLIAMSON (W.Va.), NEWS (e)
Special Editions: Auto Show (Feb.); Football Editions (Sept.).
No Editions: Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. F. Tolbert, Editor
Society—Charlotte Sanders

WISCONSIN

APPLETON (Wisc.), POST-CRESCENT (e)
Run-of-Paper Color Advs.: 1 and 2 colors. Daily. 3-day leeway requested
Special Editions: Appleton Clearance Days; Fox Cities Auto Show (Jan.); Business & Industry Report; Appleton Dollar Days (Feb.); Sportsman Tabloid; Spring Fashion Edition (Mar.); National Brands Edition; Home and Garden Edition (Apr.); Bridal Edition (May); Spring Appliance Edition (June); Appleton Day; Consumer Buying Habit Study AIDA Tabloid (July); Dollar Days; Back to School Edition; County Fair Tabloid (Aug.); Fall Fashion Editions; Home Fashion Edition (Sept.); Do It Yourself Edition (Oct.); Appleton Day Christmas Opening Edition (Nov.); Christmas Appliance Edition (Dec.).
No Editions: Labor Day; Christmas; July 4th.
Food and/or Household Dept.: Food pages Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Heinemann
Aviation—David Brooker
Book—Jean Wiley Thickens
Business-Financial—E. L. Biselx
Church—Betty Kilich
Credit Manager—Walter Schultz
Editorial Writer—V. I. Minahan, Jr.
Education—Betty Kilich
Farm—Jay Joslyn
Fashion—Donna McDonnell
Food—Lillian Mackesy
Librarian—Leandra Raiche
Music—Marguerite Schumann
Photo. Dept. Mgr.—Andrew Mueller
Picture Editor—E. L. Biselx
Radio-Television—James Newcomb
Real Estate—Jay Reed
Travel—Jay Reed
Society—Susan Noyes

BARABOO (Wisc.), NEWS-REPUBLIC (e)
Special Editions: Christmas (Dec.); Paper Anniversaries.
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving; Memorial Day.
Food and/or Household Dept.: Sat.
Radio Station Affiliation: WPDR-Portage
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—M. C. Page
Fashion—Althea Steele
Picture Editor—Irene Underkofler
Society—Irene Underkofler

BELOIT (Wisc.), NEWS (e)
Run-of-Paper Color Advs.: ROP Color.
Special Editions: Dollar Days (Feb.); Junior Chamber of Commerce Home Show; Parade of Homes; Maxwell St. Days; 4-H Fair; Back to School; Dollar Days (Aug.); Christmas Edition.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section, Thursday; Monday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Clark
Aviation—Minnie Enking
Church—Miss. H. Dawson
Editorial Writers—Robert T. Edwards; Laurence A. Raymer
Farm—William Behling
Fashion—Barbara Udell
Food—Harriet Dawson
Motion Picture-Theatrical—Minnie Enking
Music—Betty Wyatt
Photo. Dept. Mgr.—Glenn Prince
Picture Editor—George Clark
Radio-Television—Lynn Van Galder
Society—Harriet Dawson

CHIPPEWA FALLS (Wisc.), HERALD-TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 1 color. Only on days running 12 pages.
Special Editions: Spring Opening (Mar.); Back To School (Aug.); Fall Opening (Sept.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Northwest Daily Press.

EAU CLAIRE (Wisc.), LEADER (m) (S); TELEGRAM (e)
Run-of-Paper Color Color Advs.: Up to 1 color.
No Editions: (e) Jan. 1; Dec. 25; Labor Day; (m) no editions on mornings following above holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dian Page (m, e, S)

FOND DU LAC (Wis.), COMMONWEALTH REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Mail order from outside trade area.
Special Editions: Christmas (Nov.); Spring (Mar. or Apr.).
No Editions: Christmas; Thanksgiving; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Thurs., Farm Section (Fri.) Builder's Section (Sat.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Draves, Jr.
Book—Carl H. Keyser
Business-Financial—Carl H. Keyser
Church—Mrs. T. E. Sullivan
Editorial Writers—C. F. Coffman; Carl H. Keyser
Education—William Carey, Jr.
Farm—Carl H. Keyser
Fashion—Mrs. T. E. Sullivan
Food—William Draves, Jr.
Garden—Carl H. Keyser
Librarian—Mrs. David B. Wiley
Motion Picture-Theatrical—Miss Catherine McGivern
Photo. Dept. Mgr.—Carl H. Keyser
Real Estate—William Draves, Jr.
Travel—Myron J. Faris
Society—Mrs. T. E. Sullivan

GREEN BAY (Wisc.), PRESS-GAZETTE (e)
Daily color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Comic Strip.
No Editions: New Years; Christmas; July 4th; Labor Day.
Radio Station Affiliation: WJPG.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Dave Yuenger
Columnists—John Wyngaard
Editorial Writer—Leo V. Gannon
Education—Janet Skrivseth
Farm—Ray Pagel
Food—Lois Kerin
Garden—Ray Pagel
Photo. Dept. Mgr.—Clarence Bredell

JANESVILLE (Wisc.), GAZETTE (e)
Run-of-Paper Color Advs.: 2 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring Styles (Mar.); Vacation (June); 4 H Fair (Aug.); Back-to-School (Aug.); Year End (Dec.).
No Editions: New Year's; Memorial Day; July 4th, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: WCLO & WCLO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—R. Anderson
Farm—Roland Kuehn
Fashion—Peg O'Brien
Food—Peg O'Brien
Picture Editor—Harry Van Tuyl
Society—Peg O'Brien

KENOSHA (Wisc.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Spring Opening (Mar.); Home & Garden (Apr.); Back to School (Aug.); Nat. Home Week (Sept.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Donna Curran
Aviation—Harlan Draeger
Book—Elaine Edwards
Business-Financial—Lee Hancock
Cartoonist—Don Moore
Church—Elaine Edwards
Editorial Writer—Lee Hancock
Education—George Sovitzky
Farm—George Sovitzky
Fashion—Barbara Colicki
Garden—Barbara Colicki
Librarian—Helen Lilley
Motion Picture-Theatrical—Barbara Colicki
Music—Elaine Edwards
Photo. Dept. Mgr.—LeRoy Anderson
Picture Editor—LeRoy Anderson
Radio-Television—Barbara Colicki
Real Estate—Joe Jacoby
Travel—Elaine Edwards
Society—Elaine Edwards

La CROSSE (Wisc.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: mail order.
Special Editions: Year End (Jan.).
No Editions: Christmas; New Year; Memorial Day; July 4th; Labor Day.
Radio Station Affiliation: WKBH
TV Station Affiliation: WKBT
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—F. H. Ristow
Editorial Writer—R. L. Bangsberg
Librarian—Rita Tolokken
Photo. Dept. Mgr.—James Lienlokken
Picture Editor—James Lienlokken
Society—Susan McCabe

MADISON (Wisc.), WISCONSIN STATE JOURNAL (m) (S); CAPITAL TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor on Sun.
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold E. McClelland (m) (S)
Book—Helen Matheson (m) (S); August Derleth (e)
Columnists—Henry McCormick; Joseph Coughlin; Sanford Goltz (m) (S); William T. Evjue; Miles McMillin; Harry Golden; Lew Cornelius; Hank Casserly; Herb Jacobs; Aldric Revell (e)
Editorial Writers—Miles McMillin (e) (S)
Education—Helen Matheson (m) (S)
Farm—Robert Bjorkland (m) (S); Herb Jacobs (e)
Fashion—Mary B. Hopkins (e)
Food—Joann Beier (m) (S); Mary B. Hopkins (e)
Garden—Mary B. Hopkins (e)
Motion Picture-Theatrical—William Doudna (m) (S); H. D. Sage (e)
Music—William Doudna (m) (S)
Radio-Television—William Doudna (m) (S)
Real Estate—H. D. Sage (e)
Society—Louise Marston (m) (S); Mary B. Hopkins (e)

MANITOWOC (Wisc.), HERALD-TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. F. Ohde
Church—Roy F. Valitchka
Editorial Writer—Roy F. Valitchka
Education—Roy F. Valitchka
Farm—Roy F. Valitchka
Fashion—Marjorie Miley
Food—Marjorie Miley
Garden—Roy F. Valitchka
Librarian—Lorraine Gleixner
Motion Picture-Theatrical—Roy F. Valitchka
Music—Roy F. Valitchka
Photo. Dept. Mgr.—Louis Fandrick
Picture Editor—Roy F. Valitchka
Society—Marjorie Miley

MARINETTE (Wis.), EAGLE-STAR (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Vending machine copy
Special Editions: Auto Tabloid (Feb.); Dollar Day (Feb. & Aug.); Spring Opening (Mar.); Builders Tabloid (Mar.); Dairy Festival (June & Oct.); County Fair Tabloid (July); Back-To-School (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: New Year's; July 4th; Labor Day; Christmas.

MARSHFIELD (Wisc.), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri., Sat.
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving Day; Christmas.
Television Station Affiliation: WSAU-TV

MERRILL (Wisc.), HERALD (e)
Split Run Advertising: Yes.
Special Editions: Home Show (Apr.); Back to School (Aug.); Early Christmas (Nov.).
No Editons: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe P. Chilsen
Columnist—Dave O'Connor
Editorial Writer—Joe A. Chilsen
Picture Editor—James Frieberg

MILWAUKEE (Wisc.), THE MILWAUKEE JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Limited Mail Order & Medical
Special Editions: Building Section (Mar.); TV Section (Sept.); Travel Section (Jan., June, Nov. & Dec.); Fashion Section (Apr., June, Sept.) Baseball Edition (Apr.); Auto Show Section (Feb.); Home Furnishings Section (Apr., Oct.).
No Editions: July 4th; Labor Day; Christmas Day; New Years
Syndicated Magazine Section Carried: This Week
Group Membership: Metropolitan Sunday Newspapers.
Food and/or Household Dept.: Food Sections Thurs & Sun.
Radio Station Affiliation: WTMJ
Television Station Affiliation: WTMJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Frank Getlein
Auto—Ross Dick
Book—Leslie Cross
Business-Financial—Ross Dick
Cartoonist—Ross Lewis
Church—David Runge
Credit Mgr.—Thomas F. McFarland
Editorial Writers—Lindsay Hoben; J. G. Baker; Perry Hill; John Thompson; John Reddin; Paul Ringler
Education—Robert Dishon
Farm—Lew French; Loren Osman
Fashion—Aileen Ryan
Food—Clarice Nevada
Garden—Stuart Hoyt
Librarian—William Schiela, Sr.
Motion Picture-Theatrical—Don Dornbrook
Music—Walter Monfried; Richard S. Davis
Personnel Manager—Francis D. Kelly
Photo. Dept. Mgr.—Elmer Staab
Picture Editor—Robert Gilka
Radio-Television—Don Dornbrook
Real Estate—William Manly
Travel—Paul McMahon
Society—Colleen Dishon

MILWAUKEE (Wisc.), MILWAUKEE SENTINEL (m) (S)
Run-of-Paper Color Advs.: Full color. Daily & Sun.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Certain medical.
Special Editions: Year End Marketables (Jan.); Auto Show (Feb.); Women's Spring Fashions (Mar.); Home Show (Mar.); Men's Spring Fashions (Mar.); Sports Show (Mar. or Apr.); Baseball Opening (Apr.); Oil Heat (Apr.); Boating (May); Mobile Homes (May); Summer Vacation (June); Dairy (June); Outboard Marathon (June); State Fair (Aug.); Women's Fall Fashions (Sept.); Parade of Homes (Sept.); Restaurant (Oct.); TV and Radio (Oct.); Year End Review (Dec.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept: Daily and Sunday food column; Thursday food pages.
Radio and Television Affiliation: WISN and WISN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Terwilliger
Aviation—Ed Halline
Boating—Thomas E. Johnson
Book—Al Elewitz
Business-Financial—Edward R. Johnson
Cartoonist—Frank Marasco
Church—Paul Gustafson
Farm—Everett Swingle
Fashion—Dorothy Parnell
Food—Dorothy Parnell
Garden—Everett Swingle
Librarian—Clem O'Rourke
Motion Picture-Theatrical—Buck Herzog
Music—Ed Halline
Photo. Dept. Mgr.—Leland Benfer
Picture Editor—William Jungbluth
Columnists—Ben Gleissner; Ray Grody; Charles House; H. E. Jamison; Lloyd Larson; W. A. Norris; Lew Morrison; Buck Herzog; Dorothy Parnell; Hank Sayrs
Credit Mgr.—Charles Fink
Editorial Writers—George A. Tracy; William A. Norris

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MILWAUKEE (Wisc.) MILWAUKEE SENTINEL—Cont'd
Radio-Television—Buck Herzog
Real Estate—Arthur Goeldner
Travel—Charles Collins
Society—Dorothy Parnell

MONROE (Wisc.). TIMES (e)
Advs. Not Accepted: Matrimonial; vending machines.
Special Editions: Spring (Easter); Fall fashions (Sept.); Automobile Show.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Fri.

NEENAH-MENASHA (Wisc). TWIN CITY NEWS-RECORD (e)
No Editions: Memorial Day; Jan. 1, July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edward C. Cochrane
Columnist—Edward C. Cochrane
Editorial Writer—Edward C. Cochrane
Fashion—Jane Heath Cochrane
Food—Jane Heath Cochrane

OSHKOSH (Wisc.), NORTHWESTERN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily, 3 day leeway required, minimum 1,000 lines.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Matrimonial; Vending mach.
No Editions: New Years; July 4th, Labor Day; Thanksgiving; Christmas Day.
Food and/or Household Dept.: Menus daily; recipes and food column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Address Editorial Correspondence to L. H. Torreyson.

RACINE (Wisc.), JOURNAL-TIMES (e); BULLETIN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Spring Fashions (Mar.); Home Show Edition (Mar.); Vacation Time (May); Back-to-School (Aug.), Fall Fashions (Sept.); Parade of Homes (Sept.); Home Fashion Time (Sept.); Men's & Boys' Fashions (Oct.); Christmas Opening (Nov.).
No Editions: December Day; Labor Day; Christmas; New Years; Thanksgiving; July 4th.
Radio Station Affiliation: WRJN-FM & AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John S. LePoidevin
Aviation—Frank Lovell
Cartoonist—Don Moore
Church—Estelle Nelson
Columnist—W. C. (Tex) Reynolds
Credit Mgr.—James R. Panch
Editorial Writers—J. D. McMurray; W. C. Reynolds; James O'Brien
Farm—Charles Edwards
Fashion—Lucy Colbert
Food—Ada Hanley
Librarian—Thomas Sankey
Personnel Mgr.—Harry R. LePoidevin
Radio-Television—Wally Butterworth
Society—Lucy Colbert

RHINELANDER (Wisc.), NEWS (e)
Special Editions: Home Show (Apr.); Spring (Apr.); Back to School (Aug.); Fall (Sept.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; July 4th, Christmas.
Food and/or Household Dept.: Daily food column; food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lisbeth Kretlow
Credit Mgr.—Myrtle Borchardt
Editorial Writer—Clifford G. Ferris
Society—Lisbeth Kretlow

SHAWANO (Wisc.), LEADER (e)
Special Editions: Cooking School (Feb.).
No Editions—Christmas; New Years; Memorial Day; Labor Day; July 4; Thanksgiving.
Radio Station Affiliation: WTCH.

SHEBOYGAN (Wisc.), PRESS (e)
Run-of-Paper Color Advs.: Full color, daily.
Friday color comics carried.
Special Editions: Building (Spring & Fall); Christmas (Nov.); Farm (Spring)
No Editions: New Years; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Household pages Weds. & Thurs; Conservation page, Wed; Farm pages, Fri; Building pages, (Sat.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Marion Koch
Editorial Writer—Harry Maier
Farm—Gene Divine
Fashion—Marion Koch
Food—Marion Koch
Librarian—Kay Drenker
Motion Picture-Theatrical—Walter Pfister
Music—Frank Barnard
Photo. Dept. Mgr.—Harry Maier
Picture Editor—Harry Maier
Radio-Television—Charles Kelley
Society—Marion Koch

STEVENS POINT (Wisc.), JOURNAL
Advs. Not Accepted: Vending Machines
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—James W. Hull
Church—Sherman J. Sword
Editorial Writer—James W. Hull
Education—George E. Rogers
Farm—Quincy B. Dadisman
Fashion—Theresabell Leary
Food—Theresabell Leary
Garden—Quincy B. Dadisman
Music—Theresabell Leary
Photo. Dept. Mgr.—Florian P. Klasinski
Picture Editor—Sherman J. Sword
Society—Theresabell Leary

SUPERIOR (Wis.), TELEGRAM (e)
Run-of-Paper Color Advs.: 4 colors. Daily.
Split Run Advertising: Geographically.
Special Editions: Progress (Jan.); Tri-State Fair (Aug.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WEBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Slotten
Book—John Ward
Business-Financial—Wm. Goligoski
Church—Marge Slotten
Editorial Writers—Wm. Goligoski; John Ward; Mrs. Lucile Horn
Education—Mrs. Sybil Weade
Farm—John Ward
Fashion—Mariann Niemi
Food—Sybil Weade
Photo. Dept. Mgr.—John Rooney
Picture Editor—Roy Slotten
Society—Mariann Niemi
Sports—Dick Gerzic

WATERTOWN (Wisc.), TIMES (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Mary Zielsdorf

WAUKESHA (Wisc.). FREEMAN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Williams
Columnists—Tom Rickert; Ivan Kaste
Editorial Writer—G. H. Koenig
Farm—Chet Szymczak
Food—Caroline Nilson
Photo. Dept. Mgr.—Robert Peterson
Personnel Manager—John Hillmer
Real Estate—Ivan Kaste
Society—Vivian Williams

WAUSAU (Wisc.), RECORD-HERALD (e)
Run-of-Paper Color Advs: 1 color.
Split Run Advertising: Geographically.
Special Editions: Home & Building (Apr.); Fashions (Spring & Fall); Travel Section (3 yearly)
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving.
Print Own Magazine: No.
Food and/or Household Dept: Daily food column. Food section every Thursday.
Radio Station Affiliation: WSAU-AM.
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest R. Boileau
Editorial Writer—Philip J. Sanders
Education—Frank Plano
Farm—John Guntz
Fashion—Elsie McCullough
Food—Carol Grade
Garden—Elsie McCullough
Motion Picture-Theatrical—Elsie M. McCullough
Music—Elsie M. McCullough
Photo. Dept. Mgr.—Edgar Timm
Picture Editor—W. J. Freund
Radio-Television—Frank Plano
Travel—Ernest R. Boileau
Society—Elsie McCullough

WISCONSIN RAPIDS (Wisc.), TRIBUNE (e)
Special Editions: Spring Opening (Mar.); Home & Food Show (Apr.); Fall Opening (Sept.); Christmas Opening (Nov.); Year End Review & Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
Radio Station Affiliation—WFHR
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E. Otto
Church—Lorena Paap
Credit Mgr.—Earl Worm
Editorial Writers—C. E. Otto; William Huffman, Jr.
Farm—Wm. F. Huffman, Jr.
Librarian—Lorena Paap
Society—Jane Shea

WYOMING

CASPER (Wyo.), STAR (m. ex. Mon.)
Run-of-Paper Color Advs.: 1 color and black. Mon., Tues., & Wed: 4-color comic section. Sunday. (standard size).
Special Editions: Oil Progress (Oct.); Fall Fashion (Sept.); Annual Wyoming Edition (Feb.).
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Friday Food Section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Wagner
Book—Jack Perry
Business-Financial—Frank Wadell
Columnist—Lou Musser
Editorial Writer—Phil Wagner
Fashion—Mary Jean Bryan
Food—Mary Jean Bryan
Society—Mary Jean Bryan

CASPER (Wyo.), TRIBUNE HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon.; Tue.; Wed.
Sunday color comics carried.
Special Editions: Annual Wyoming (Feb.); Ram Sale (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. P. Martin
Church—M. W. Downie
Editorial Writer—Frank Wadell
Fashion—Frances Kelly
Food—Frances Kelly
Society—Frances Kelly

CHEYENNE (Wyo.), WYOMING EAGLE (m); WYOMING STATE TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Advs. Not Accepted: Out of town retail.
Special Editions: Wyoming Products (July); Automobile (Jan.); Cooking School (Feb.).
No Editions (e) (S): New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.; Food Thurs.
Radio Station Affiliation: KFBC
Television Station Affiliation: KFBC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren W. Hoefer (m) (S) (e)
Book—Mrs. Adeline McCabe (m) (e) (S)
Business-Financial—S. J. Shuster (m) (e) (S)
Church—Vern Lechliter (m) (S); Fred A. McCabe (e)
Columnists—Tracy S. McCraken; Robert S. McCraken; Larry Birleffi; Susan Scott (m) (e) (S)
Editorial Writers—Dave Reeves; George Johnston; Lewis Bates
Education—Bernard Horton (m) (S)
Farm—R. L. Larson (m) (e) (S)
Fashion—Donna Hope Betasso (m) (e) (S)
Food—Loretta Cobry (m) (e) (S)
Garden—Robert S. McCraken (m) (e) (S)
Motion Picture-Theatrical—Robert S. McCraken (m) (e) (S)
Photo. Dept. Mgr.—Francis Brammar (m) (e) (S)
Picture Editor—Francis Brammar (m) (e) (S)
Radio-Television—Robert S. McCraken (m) (e) (S)
Real Estate—Bernard Horton (m) (e) (S)
Travel—Mrs. Adeline McCabe (m) (e) (S)
Society—George Johnson; Lewis Bales (m) (e) (S)

LARAMIE (Wyo.), DAILY BOOMERANG (m ex. Mon.)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Sunday color comics carried.
Special Editions: Vacation (June); Fashion (Mar.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James Howard (e)
Education—Alice Stevens (e)
Fashion—Susan Helzer
Picture Editor—William Harvey

RAWLINS (Wyo.), TIMES (m ex. Mon.)
Run-of-Paper Color Advs.: 1 color. Daily.
Sunday color comics carried.
Special Editions: Carbon County Products (Aug.).
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KRAL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Stout
Aviation—Bruce Henningson
Book—Russell Stout
Business-Financial—Russell Stout
Church—Bruce Henningson
Editorial Writer—Bruce Henninger
Education—Bruce Henninger
Farm—Bruce Henninger
Fashion—Pearl Holmquist
Food—Pearl Holmquist
Society—Pearl Holmquist

ROCK SPRINGS (Wyo.), ROCKET (m. ex. M) MINER (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Mon.
Sunday color comics carried.
Split Run Advertising: Every-other Paper
Special Editions: Industry & Agriculture (County Fair) (Aug.); Vacation Edition (May); Know Rock Springs Edition (Business & Industry) (Feb.)
No Editions: Dec. 26.
Food and/or Household Dept.: Food Fri.; Fixit page Sun.
Radio Station Affiliation: KVRS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. H. Johnson
Aviation—R. H. Johnson
Book—D. G. Richardson
Business-Financial—D. G. Richardson
Credit Manager—Charles Blasko, Jr.
Editorial Writers—D. G. Richardson
Food—R. H. Johnson
Garden—R. H. Johnson
Radio-Television—D. G. Richardson
Society—Martha Jensen

SHERIDAN (Wyo.), PRESS (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Farm & Ranch (Apr.); Back to School (Aug.).
No Editions: Memorial Day; Labor Day; Christmas; July 4th; Thanksgiving; New Years.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Johnson
Aviation—Dick Redburn
Business-Financial—R. R. Johnson
Church—R. R. Johnson
Columnists—Carl A. Rott; F. H. Sinclair
Editorial Writer—Carl A. Rott
Education—Gertrude Spomer
Farm—R. R. Johnson
Fashion—Gertrude Spomer
Food—Gertrude Spomer
Garden—R. R. Johnson
Music—Gertrude Spomer
Picture Editor—R. R. Johnson
Travel—Dick Redburn
Society—Mrs. Ruth Thomas

WORLAND (Wyo.), NORTHERN WYOMING DAILY NEWS (m)
Sunday color comics carried.
Special Editions: Big Horn Basin (Aug.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer R. Downing
Aviation—Elmer R. Downing
Book—Hugh K. Knoefel
Business-Financial—Hugh K. Knoefel
Church—Don H. Peterson
Columnist—Hugh Knoefel
Editorial Writer—Hugh K. Knoefel
Education—Hugh K. Knoefel
Farm—Elmer R. Downing
Fashion—Phyllis Holland
Food—Hugh K. Knoefel
Garden—Hugh K. Knoefel
Librarian—Don H. Peterson
Motion Picture-Theatrical—Wm. Daniel
Music—Don H. Peterson
Photo. Dept. Mgr.—Don H. Peterson
Picture Editor—Don H. Peterson
Radio-Television—Don H. Peterson
Real Estate—Elmer R. Downing
Travel—Hugh K. Knoefel
Society—Phyllis Holland

CANADA

ALBERTA

CALGARY (Alta.), ALBERTAN (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Stampede (July).
No Editions: Christmas; New Years; Good Friday; Dominion Day; Victoria Day; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Roy Wright
Business-Financial—Arthur Raymond
Columnist—W. Ivens
Editorial Writers—Cleo Mower; G. R. Bell
Fashion—Miss E. Reid
Photo. Dept. Mgr.—R. Meigh
Society—Miss E. Reid

CALGARY (Alta.), HERALD (e)
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo Edition (July).
No Editions: New Years; Good Friday; Victoria Day; July 1; Labor Day; Thanksgiving; Christmas
Radio Station Affiliation: C F A C.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Bill Drever
Book—Parker Kent
Business-Financial—H. D. Surplis
Church—Harvey W. Johnston
Columnists—Ken Liddell; Art Evans; Sandy McPherson
Credit Mgr.—O. Stonewall
Editorial Writers—Bruce Phillips; G. R. Goodwin
Farm—Tommy Primrose
Fashion—Vera Willmore
Food—Vera Willmore
Garden—Alex Munro, F.R.H.S.
Librarian—Dorothy Riley
Magazine—Parker Kent
Real Estate—H. D. Surplis
Society—Vera Willmore

EDMONTON (Alta.), JOURNAL (e)
Saturday color comics carried.
Run-of-Paper Color Advs.: Daily.
Advs. Not Accepted: Liquor (institutional only); vending machines; mail order merchandise.
No Editions. New Years; Christmas; Good Friday; May 24; Dominion Day; Labor Day; Thanksgiving; Civic Holiday.
Radio Station Affiliation: CJCA.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Erik Watt
Book—Ian C. MacDonald
Business-Financial—A. W. McIntyre
Church—A. W. McIntyre
Editorial Writers—Homer Ramage; Ian C. MacDonald; A. W. Rowe
Education—I. C. MacDonald
Farm—A. W. McIntyre
Fashion—Mrs. R. Bowen
Food—Mrs. R. Bowen
Librarian—Miss Mary Conway
Motion Picture-Theatrical—J. Dafoe
Music—J. Dafoe
Picture Editor—D. L. MacDougall
Radio-Television—W. D. Stovel
Real Estate—T. A. Mansell
Society—Mrs. R. Bowen

LETHBRIDGE (Alta.), HERALD (e)
Saturday color comics carried.
Special Editions: Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. J. E. Huckvale
Columnists—H. P. Buchanan
Editorial Writers—H. P. Buchanan; C. F. Steele; P. Hepher
Farm—Joe Balla
Librarian—Mrs. Beth Gillis
Photo. Dept. Mgr.—Orville Brunelle

MEDICINE HAT (Alta.), NEWS (e)
Saturday color comics carried.
Advs. Not Accepted: Mail order; liquor.
Special Editions: Christmas (Dec.); Spring Shopping (May); Fall Shopping (Oct.).
No Editions: New Years; Good Friday; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Mrs. Beulah Gnamm
Food—Mrs. Beulah Gnamm
Society—Mrs. Beulah Gnamm

BRITISH COLUMBIA

KAMLOOPS (B. C.), SENTINEL (e ex. Sun.)
Run-of-Paper Color Advs.: Color on front and back pages only. Up to 1 color.
No Editions: New Year's; Good Friday; Empire Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Ron Wade
Editorial Writer—Glyn Lewis
Fashion—Mrs. Margaret Sanderson
Photo. Dept. Mgr.—Bill Cowley
Society—Mrs. Meryl Matthews

KITIMAT (B. C.), NORTHERN SENTINEL (Daily)
Color not available.
Special Editions: Easter; Christmas.

NANAIMO (B. C.), FREE PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors.
No Editions: Observe all holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—James Curran
Church—James Curran
Credit Manager—Mrs. M. Douglas
Editorial Writer—Harry Thornton
Education—H. Trembley
Farm—Harry Moffatt
Fashion—Jack Harris
Garden—Harry Moffatt
Librarian—Harry Moffatt
Photo. Dept. Mgr.—Janet Englefield
Society—Janet Moran

(Continued on Page 238)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BRITISH COLUMBIA—Cont'd

(Continued from Page 237)

NELSON (B. C.), NEWS (m)
Run-of-Paper Color Advs.: 2 colors any day.
Daily color comics carried.
Special Editions: Pictorial-Industrial (Jan.); Christmas Greetings (Dec.).
No Editions: Dec. 26; New Years; Good Friday; Labor Day; Thanksgiving; Empire Day; Dominion Day; July 1; Remembrance Day.
Radio Station Affiliation: CKLN.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. Holmes
Business-Financial—A. W. Gibson
Columnist—John Short
Editorial Writer—F. B. Pearce
Fashion—L. Holmes
Food—J. Baker
Garden—J. Baker
Librarian—P. Niven
Picture Editor—A. W. Gibbon
Society—Leslie Holmes

NEW WESTMINSTER (B. C.), BRITISH COLUMBIAN (e)
Split Run-of-Paper Color Advs.: Up to 1 color and Black daily.
Special Editions: Industrial (May); Fashion (May & Oct.); Vacation (June).
No Editions: Christmas; New Year's; Boxing Day; Labor Day; May 24th; July 1st; Thanksgiving
Columnists—R. Eustice; R. Baird
Editorial Writers—W. Hambly; R. Macey
Education—T. Viner
Farm—R. Butchart
Fashion—T. Viner
Food—E. Benwell
Garden—R. Butchart
Librarian—E. Purkiss
Motion Pictures-Theatrical—R. Baird
Music—R. Baird
Photo. Dept. Mgr.—C. Jennings
Picture Editor—R. Baird
Radio-Television—R. Baird
Real Estate—R. Macey
Travel—A. Gray
Society—T. Viner; K. Peele

Because changes in Departmental Editors occur frequently during the year, it is requested that such revisions in this Special Data Section be promptly reported to:

EDITOR & PUBLISHER,
1475 Broadway,
New York 36, N. Y.

TRAIL (B. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Garden (Apr.); Industrial (June); Cook book (Sept.); Christmas (Dec.); Fashion (Spring & Fall).
No Editions: New Years; Good Friday; Dominion Day; Empire Day; Labor Day; Thanksgiving; Remembrance Day; Christmas; Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—D. Williams
Credit Manager—D. K. Smith
Editorial Writer—D. Williams
Garden—B. Hogue
Personnel Manager—D. K. Smith
Photo. Dept. Mgr.—R. E. Moore
Society—Jean Ogilvie

VANCOUVER (B. C.), HERALD (m)
Run-of-paper Color Advs.: 1 extra color. Daily.
Week's notice and optional dates required.
Special Editions: Industrial Issue (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Sir Michael Bruce
Business-Financial—Hugh Armstrong
Church—Mrs. M. Auld
Columnists—J. Ray; C. McDevitt; A. Lytle
Credit Mgr.—J. Cranswick
Editorial Writer—Roland Wild
Fashion—Mrs. H. Glasgow Smith
Food—Mrs. E. M. Murray
Librarian—Mrs. E. M. Murray
Motion Picture—Theatrical—Gordon Wilson
Music—Mrs. A. McGeer
Photo. Dept. Mgr.—John McGinnis
Radio-Television—John Ray
Society—Mrs. M. E. Francis

VANCOUVER (B. C.), PROVINCE (e)
Print Run-of-Paper Color Advs.: 1 color. Daily. Black and 2 or 3 colors on application.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Food Supplement (Apr.); Industrial Review (Apr.).
No Editions: Thanksgiving; Armistice Day; Christmas; New Years; Boxing Day; Good Friday; Empire Day; Dominion Day; Labor Day
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pat. Tryon
Aviation—Jas. McPhee
Book—Mrs. D. O. Irving
Business-Financial—Wm. Ryan
Cartoonist—Al Beaton
Church—Mrs. Betty Keefe
Columnists—Eric Nicol; Jean Howarth; Wilfred Bennett; Wm. Dunford; Norman Hacking; Les Wedman; Dan Ekman
Editorial Writers—Alan Jessup; Ken McIvor; Wilf Bennett; Peter Inglis
Education—Mrs. Aileen Campbell
Farm—Ed. Meade
Fashion—Winnifred Mather
Food—Winnie McLear
Garden—Dr. John Hanley
Librarian—Bruce Ramsey
Motion Picture-Theatrical—Les Wedman
Music—Les Wedman; Dr. Ida Halpern
Personnel Mgr.—W. T. Robertson
Photo. Dept. Mgr.—Chas. S. Jones
Picture Editor—Don Brown
Radio-Television—Les Wedman
Real Estate—Clare Anderson
Travel—M. J. Moore
Society—Miss Patricia Wallace

VANCOUVER (B. C.), SUN (e)
Run-of-Paper Color Advs.: 3 colors.
Sunday color comics carried.
Special Editions: Industrial (May); Homemakers (May); Homebuilding (Fridays).
No Editions: New Year; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance; Christmas; Boxing Day.
Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Edith Adams Cottage.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Flora McKissock
Business-Financial—W. I. Fletcher
Cartoonist—Len Norris
Church—Ivers Kelly
Columnists—Evelyn Caldwell; Mamie Moloney; E. Philpott; J. Scott; H. Weir; R. Beddoes; L. Straight; B. Mather; J. Wasserman
Credit Mgr.—G. Bradley
Editorial Writers—C. MacKay; R. Daly; P. Terry; J. Dyer
Farm—W. Rose
Fashion—Marie Moreau
Food—Myrtle Gregory
Garden—T. Barber
Librarian—J. S. Williamson
Personnel Mgr.—M. D. Whidden

VICTORIA (B. C.), COLONIST (m ex. Mon) (S) TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Sunday color comics carried.
Special Editions: Spring Fashions (Mar. or Apr.); Fall Fashions (Sept.); Christmas Shopping (Dec.).
No Editions: All Canadian statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Fox (e)
Aviation—A. L. Fox (e)
Book—Audrey Johnson (e)
Business-Financial—Harry Young (m) (S); Lloyd Baker (e)
Cartoonist—Bob Bierman (e)
Church—Dinah Kerr (e)
Columnists—Tom Taylor (m) (S); G. E. Mortimore (m) (S); Monte Roberts (e); Arthur Stott (e); Ruth Enke (e)
Credit Mgr.—M. M. Williams
Editorial Writers—H. S. Graves (m) (S); Tom Taylor (m) (S); Roy Murdock (m) (S); Arthur Stott (e); Brian Tobin (e); Bruce Hutchinson (e); Stuart Keate (e)
Education—Arthur Stott (e)
Farm—Humphry Davy (e)
Fashion—Mrs. D. Wrotnowski (m) (S); Elizabeth Forbes (e)
Food—E. Forbes (e); Mrs. D. Wrotnowski (m)
Garden—Jack Beastall (e); M. V. Chestnut (m)
Librarian—R. Gurney
Motion Picture-Theatrical—Phil Lee (e); Bruce Lowther (m)
Music—Audrey St. D. Johnson (e)
Personnel Mgr.—J. C. Melville
Photo. Dept. Mgr.—B. Kinsman (m) (S); Irving Strickland (e)
Picture Editor—Lloyd Baker (e); W. T. Galt (m)
Radio-Television—Phil Lee (e); Bruce Lowther (m)
Real Estate—Harry Young (m)
Travel—Audrey Johnson (m)
Society—Elizabeth Forbes (e); Mrs. Dorothy Wrotnowski (m)

MANITOBA

BRANDON (Man.), SUN (e)
Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: Exhibition & Trade Fair (June); Fashion (Apr.); Christmas (Dec.).
No Editions: New Years; Good Friday; Empire Day; Dominion Day; Civil Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—L. J. Macson
Photo. Dept. Mgr.—J. E. Reid
Society—E. Donnelly

FLIN FLON (Man.), REM (d ex. Sun.)
No Editions: All Statutary Holidays.

WINNIPEG (Man.), FREE PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Speculative stocks.
No Editions: Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Roberton
Business-Financial—George Thurston
Cartoonist—Peter Kuch
Church—William Ingersoll
Credit Mgr.—Alex C. Craig
Editorial Writers—Tom Kent; Maurice Western; Peter McLintock; Art Fletcher; George Roberton
Fashion—Pearl L'Ami
Food—Norah Cherry
Librarian—Ruth Buggey
Motion Picture-Theatrical—Frank Morriss
Music—Ken Murphy
Photo. Dept. Mgr.—Jack Ablett
Picture Editor—J. Telpner
Radio-Television—Jane Faulkner
Society—Pearl L'Ami

WINNIPEG (Man.), TRIBUNE (e)
Run-of-Paper Color Advs.: Monday thru Saturday; 1 additional color back and inside pages of each section.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gwen Amos
Business-Financial—H. J. Hansell
Columnists—Victor V. Murray; Graham N. Smith
Credit Mgr.—E. A. M. MacDonald
Editorial Writers—G. Carlyle Allison; Randolph Patton; Thomas Green
Farm—Harry Halliwell
Fashion—Joan McDonald
Food—Sheila Craig
Garden—M. V. Chesnut; F.R.H.S.
Librarian—Elizabeth Hall
Motion Picture-Theatrical—Ann Henry
Music—Roy Maley
Photo. Dept. Mgr.—Gordon Aikman
Radio-Television—Carol Kowalson
Real Estate—Clarence Fairbairn
Society—Margaret Laidlaw Hood

NEW BRUNSWICK

FREDERICTION (N. B.), GLEANER (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: Liquor (products).
Special Editions: Farm (May); Community Summer Sale (July); School Opening (Late Aug.); Exhibition (Aug. & Sept.); Christmas (Nov.).
No Editions: Christmas; New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. L. Woods
Columnist—D. K. Parr
Editorial Writer—H. P. Wood
Librarian—F. Osborne
Society—Jayne Ellen

MONCTON (N. B.), L'EVANGELINE (e)
Run of Paper Color Advs: 2 colors.
Advs. Not Accepted: Liquor
No Editions: New Years; Epiphany; Good Friday; Victoria Day; Queen's Birth; Dominion Day; Labor Day; Thanksgiving; All Saints; Remembrance; Immaculate-Conception; Christmas; Boxing Day (Dec. 26)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emery LeBlanc
Business-Financial—Jean Hubert
Columnist—Gaston Pepin
Editorial Writers—Emery LeBlanc; Euclide Daigle; Jean Hubert.
Education—Emery LeBlanc
Farm—Alphonse Arsenault
Fashion—Jean Hubert
Food—Jean Hubert
Garden—Alphonse Arsenault
Librarian—Jean Hubert
Motion Picture-Theatrical—Emery LeBlanc
Radio-Television—Gilles Chiasson
Society—Jean Hubert

MONCTON (N. B.), TIMES (m); TRANSCRIPT (e)
Special Editions: Christmas Shopping (Nov.).
No Editions: New Years; July 1; Dec. 25.
Syndicated Magazine Section Carried: Weekend Magazine
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. Grainger (m) (e)
Business-Financial—E. Larracey (m)
Church—Jean Cook (m) (e)
Columnists—E. St. Pierre (m); Fraser Robb (e); Ott Hicks (e)
Editorial Writers—David Grieg (m) (e); Fraser Robb (e)
Fashion—Jean Cook (m) (e)
Food—Jean Cook (m) (e)
Librarian—J. MacDonald (m); Bob Murphy (e)
Motion Picture-Theatrical—J. Grainger (m) (e)
Photo. Dept. Mgr.—T. Bourgeois (m) (e)
Picture Editors—A. MacDonald (m); A. J. Hicks (e)
Travel—J. Grainger (m) (e)
Society—Jean Cook (m) (e)

SAINT JOHN (N. B.), TELEGRAPH-JOURNAL (m); TIMES-GLOBE (e)
No Editions: Times-Globe-New Years; Good Friday; Victoria Day; Queens Birthday; Dominion Day; Labor Day; Thanksgiving; Remembrance; Christmas (Telegraph-Journal and Times-Globe).
Syndicated Magazine Section Carried: Weekend Magazine and 16 pages color comics. Telegraph-Journal Fridays; Evening Times-Globe Saturday.
Radio Station Affiliation: CHSJ AM.
Television Station Affiliation: CHSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—S. D. Trueman; H. G. Christie; J. G. Bruce
Librarian—Mrs. C. W. Fewings
Radio-Television—Mrs. C. W. Fewings
Society—Mrs. F. G. Sancton

NEWFOUNDLAND

CORNER BROOK (Nfld.), WESTERN STAR (e)
Special Editions: Arbor Day (May); Christmas Edition (Dec.).
No Editions: Christmas Day; Boxing Day; New Years Day; July 1st; Labor Day; Good Friday; Thanksgiving Day; Armistice Day (Nov.11).
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. Finn
Cartoonists—T. J. Cahill
Columnists—H. Horwood; E. Finn
Editorial Writers—T. Buck; E. Finn
Photo. Dept. Mgr.—A. Bouzanne
Picture Editor—T. Buck

ST. JOHN'S (Nfld.), HERALD (S)
Split Run Advertising: Yes.
Special Editions: Christmas (Dec.); Easter (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CJON.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Parsons
Book—Geo. Stirling
Business-Financial—F. Ruggles
Cartoonist—D. Duggan
Church—C. Potts
Columnists—Don Jamieson; Dren Walsh; Mrs. MacKay; Toe Byrne
Editorial Writer—D. Jamieson
Education—D. Jamieson
Farm—Jack White
Fashion—M. MacKay
Food—J. Davis
Garden—T. Morrow
Librarian—A. Davis
Music—D. Lewis
Photo. Dept. Mgr.—D. Morris
Picture Editor—A. Harnett
Radio-Television—A. Harnett
Real Estate—S. Condon
Travel—G. Stirling
Society—Mrs. M. MacKay

ST. JOHNS (Nfld.), NEWS (m)
Special Editions: Year End (Dec.).
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Currie
Aviation—L. C. Currie
Book—F. B. Gill
Business-Financial—F. B. Gill
Church—Mrs. F. Chafe
Editorial Writer—A. B. Perlin

ST. JOHN'S (Nfld.), TELEGRAM (e)
Sunday color comics carried.
Special Editions: Spring Fashions (Apr.); Fishing (May); Back To School (Aug.); Hunting (Sept.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—W. Werthman
Columnist—Harold Horwood
Credit Manager—John Taite
Editorial Writers—C. E. A. Jeffery; Harold Horwood
Personnel Manager—R. F. Martin
Society—Miss Sylvia Wigh

NOVA SCOTIA

AMHERST (N. S), NEWS (m)
Advs. not Accepted: Liquor.
Special Editions: Christmas.
No Editions: All statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—N. S. Sanford
Food—F. R. Craft
Photo. Dept. Mgr.—D. T. Jolly

HALIFAX (N. S.), CHRONICLE HERALD (m); MAIL STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Numerous special editions throughout the year.
No Editions: Christmas.
Food and/or Household Dept.: Food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—R. W. Chambers
Editorial Writers—A. Nickerson; Harold Shea; J. W. Golding
Librarian—Miss E. Strachan
Society—Miss Frances Harris

NEW GLASGOW (N. S.), NEWS (e)
No Editions: New Years; Good Friday; Queens Birthday; Labor Day; Thanksgiving; Nov. 11; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—J. R. H. Sutherland; P. M. MacKenzie; Rickey Fraser; Wilkie Taylor
Fashion—P. M. MacKenzie
Food—P. M. MacKenzie
Picture Editor—J. R. H. Sutherland
Society—P. M. MacKenzie

SYDNEY (N. S.), CAPE BRETON POST (e)
Run-of-Paper Color Advs.: 4 colors.
Special Editions: Christmas (Dec.); New Years (Jan.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Weekly Cape Bretoner.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ian McNeil
Business-Financial—Tom Guy
Columnists—Don MacKenzie; Aubrey Keizer
Credit Mgr.—A. B. MacDonald
Editorial Writers—Roy D. Duchemin; F. H. Stevens
Education—Don MacKenzie
Fashion—Sybil Freestone
Food—Ed. Payn
Photo. Dept. Mgr.—Harold Shetler
Society—Sybil Freestone

ONTARIO

BELLEVILLE (Ont.), ONTARIO-INTELLIGENCER (e)
Special Editions: Shopping Editions (May Oct.); Style Editions (Mar. Sept.)
No Editions: Public Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Dick Payne; G. A. Morton
Society—Adella Henderson

BRANTFORD (Ont.), EXPOSITOR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; Civic Holiday in Aug.; Dominion Day; Labor Day; Thanksgiving; Christmas, or days observed as such.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—C. F. Sanders
Farm—R. H. Hope
Librarian—H. McSavage
Music—C. Hulme
Photo. Dept. Mgr.—P. M. Preston
Society—Mrs. T. Finlay

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BROCKVILLE (Ont.), RECORDER AND TIMES (e)
Special Editions: Trade Fair (May); Fire Prevention (Oct.); Christmas (Dec.); Building Page (Sat.).
Group Membership: Can. Daily Newspaper Publishers; Ontario Provincial Dailies.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. C. Runciman
Business-Financial—F. B. MacLean
Cartoonists—David Muir
Church—Miss Elizabeth MacDowell
Columnist—M. I. McGlade
Editorial-Writers—A. C. Runciman; F. B. MacLean; Harry Painting; David Cleland
Education—C. S. Paterson
Farm—David Cleland
Fashion—Betty MacDowell.
Food—A. C. Runciman
Garden—C. S. Paterson
Motion Picture-Theatrical—Betty MacDowell
Music—Betty MacDowell
Personnel Mgr.—W. S. Watson
Photo. Dept. Mgr.—William Row
Picture Editor—A. C. Runciman
Radio-Television—C. S. Paterson
Society—Betty MacDowell

CHATHAM (Ont.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Split Run Advertising: Can replate half way through edition.
Special Editions: Progress Edition; Building Edition Farm Edition; Fashion Edition; Cook Book; Brides' Edition; Vacation Edition; Baby Edition; Fair Edition; Christmas Color Book; Christmas Edition; Back to School; Jaycee Fair.
No Editions: New Years; Good Friday; May 24th; 1st Monday in August, Civic Holiday; 1st Monday in September, Labor Day; July 1st; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Victor Lauriston
Business-Financial—Jack Alpaugh
Church—Joseph Emmott
Columnist—Victor Lauriston
Credit Mgr.—Wm. Atkinson
Editorial Writer—Victor Lauriston
Education—Victor Lauriston
Farm—Rita Conway
Fashion—Mary McCoig
Food—Mary McCoig
Motion Picture-Theatrical—Edna Dalgleish
Music—Edna Dalgleish
Photo. Dept. Mgr.—Fred Bowers
Picture Editor—Ray Munro
Society—Mary McCoig

CORNWALL (Ont.), STANDARD-FREEHOLDER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
Special Editions: Business and Industrial (Feb.); Fashion (June).
No Editions: Christmas; New Years; Good Friday; May 24; July 1; 1st Mon. Aug. & Sept.; Thanksgiving.
Radio Station Affiliation: CKSF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. E. Gratton
Book—J. B. McKay
Cartoonist—Bob Eadie
Columnists—Lillian Allison; J. B. McKay
Credit Mgr.—R. M. Callan
Editorial Writers—J. B. McKay; A. E. Gratton; Alex Mullin
Farm—Alex Mullin
Fashion—Mrs. B. Bunge
Food—Mrs. B. Bunge
Garden—Alex Mullin
Librarian—Beth Whittaker
Photo. Dept. Mgr.—Marcel Quenneville
Picture Editor—A. E. Gratton
Society—Mrs. B. Bunge

FORT WILLIAM (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Eight statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine. Color Comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. H. Goodman
Society—Miss V. Walker

GALT (Ont.), REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Wed., Sat.
Week's notice and optional dates required.
Special Editions: Progress Edition (Feb.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—N. Knechtel
Church—L. Johannes
Columnist—E. Werstine
Farm—C. Kewley
Fashion—R. Crossey
Food—R. Crossey
Garden—A. F. Herbert
Photo. Dept. Mgr.—A. F. Herbert
Picture Editor—A. F. Herbert
Radio-Television—A. F. Herbert
Society—Rae Crossey

GUELPH (Ont.), MERCURY (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Jan.); Farm Edition (Mar.); Better Homes Edition (Apr.); Cook Book (Aug.); Oil Edition (Sept.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fin Weaver
Church—Russ Stuart
Columnists—Patrick Nicholson; Don O'Hearn; Findlay Weaver; Verne McIlwraith
Editorial Writers—Joseph Collins; Russ Stuart
Farm—Russ Stuart
Fashion—Edythe Cunningham
Food—Edythe Cunningham
Garden—Russ Stuart
Motion Picture-Theatrical—Dick Brimmell
Music—Dick Brimmell
Photo. Dept. Mgr.—Don Dutton
Picture Editor—Dick Brimmell
Radio-Television—Russ Stuart
Society—Edythe Cunningham

HAMILTON (Ont.), SPECTATOR (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs. Fri.
Sunday color comics carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Out-of-town competitive retail; drug advt. claiming cures
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Daily food column.
Television Station Affiliation: CHCH-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chris. Young; Trevor Lautens
Aviation—W. R. Blair
Book—John Parkin
Business—M. L. Smith
Cartoonist—Jack Boothe
Columnists—Rev. A. C. Forrest; Tom Jarvis; John Robinson; Bruce Murdoch; Jack Miller; Gary Lautens; Stratton Holland; Warren Baldwin
Credit Mgr.—John Pace
Editorial Writers—John Parkin; Warren Baldwin; Tom Mills
Education—Frank Oxley
Farm—Frank Sercombe
Fashion—Mrs. J. Mortimer
Financial—Geoffrey MacGibbon
Food—Mrs. J. Mortimer
Garden—Frank Sercombe
Librarian—Mrs. Jean Tebbutt
Motion Picture-Theatrical—E. Hocura
Music & Drama—Miss Joyce Goodman
Photo. Dept. Mgr.—Harold Ballantine
Picture Editor—Chris. Young
Radio-Television—Jack Miller
Real Estate—Hugh Acton
Travel—R. Witherspoon
Society—Mrs. J. Mortimer

KINGSTON (Ont.), WHIG-STANDARD (e)
Color comic section carried.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Automotive (Spring); Home Building (Spring); Vacation (June).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: CKWS and CKWS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert D. Owen
Credit Manager—W. J. Sutcliffe

KIRKLAND LAKE (Ont.), NORTHERN NEWS (e)
Run-of-Paper Color Advs.: 1 color and black. Daily except Thurs. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress and Mining Edition (Jan.); Progress Edition (Mar.); Auto Edition (Apr.); Vacation Edition (May); Baseball Edition (May); Farm Edition (May); Rouyn-Noranda Progress Issue (July); Cook Book (Oct.); Hockey Edition (Nov.).
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. O'Laughlin
Aviation—T. O'Laughlin
Book—T. O'Laughlin
Business-Financial—T. O'Laughlin
Church—Miss P. Forster
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writer—T. O'Laughlin
Education—T. O'Laughlin
Farm—C. Gould
Garden—T. O'Laughlin
Librarian—T. O'Laughlin
Motion Picture-Theatrical—T. O'Laughlin
Music—T. O'Laughlin
Photo. Dept. Mgr.—J. Crouch
Radio-Television—T. O'Laughlin
Real Estate—T. O'Laughlin
Travel—T. O'Laughlin
Society—Mrs. L. Youdell

KITCHENER (Ont.), RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Farm and Seed (Mar.); Furniture (Sept.).
No Editions: New Years; Good Friday; Victoria Day July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. J. Coulter
Columnists—Sandy Baird; Frances Denney; John T. Schmidt; Len Taylor; Lloyd Johnston; Kathryn Hansuld
Credit Mgr.—Eric B. Gardner
Editorial Writers—H. J. Heim; Kemp Thompson
Farm—John T. Schmidt
Librarian—Elaine Slugaske
Music—W. J. Pitcher
Photo. Dept. Mgr.—Harry Huehnergard
Picture Editor—C. B. Schmidt
Radio-Television—Elaine Slugaske
Society—Frances Denney

LONDON (Ont.), FREE PRESS (m) (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Saturday color comics carried.
Split Run Advertising: Geographically. Every other Paper.
Special Editions: Year End (Jan.); Seed Fair (Mar.); Home & Garden Show (Apr.); Spring Fashions (Mar.) (May); Greater London (May); Babies (Apr.); Homes & Gardens (May); Vacation (June); Women's Clubs (Sept.); Western Fair (Sept.); Schools (Sept.); Cook Book (Oct.).
No Editions: Christmas.
Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation; CFPL, CFPL-FM.
Television Station Affiliation: CFPL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. B. Whipp
Aviation—Ivor Williams
Book—John Elliott
Business-Financial—Emerson Creed
Cartoonist—Merle Tingley
Church—James Burns
Columnists—Richard Newman; Jack Park; Harry Eisen
Credit Mgr.—Geo. M. Campbell
Drama—J. B. Martin
Editorial Writers—John Elliott; James Dunn; Arthur R. Ford; J. Burke Martin
Education—Wm. Robinson
Entertainment—James Burns
Farm—Emerson Creed; Roy Jewell
Fashion—Marion Roe
Food—Marion Roe
Garden—Emerson Creed
Librarian—Leslie Bronson
Motion Picture-Theatrical—James Burns
Music—Lenore Crawford
Personnel Mgr.—R. R. Wilde
Photo. Dept. Mgr.—Robert Turnbull
Picture Editor—Gerald Newton; John Gore
Radio-Television—Harry Link
Real Estate—Wm. Robinson
Travel—James Burns
Society—Marion Roe

NIAGARA FALLS (Ont.), REVIEW (e)
Special Editions: Home (May); School (Sept.).
No Editions: New Years; Good Friday; Thanksgiving Christmas; July 1st; May 24; Labor Day; Civic Holiday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. M. Stokes; W. B. Leslie
Editorial Writers—C. M. Jacklin; Wm. Pryor; W. B. Leslie
Farm—F. H. Leslie
Fashion—Ruby Lindsay
Food—Ruby Lindsay
Garden—F. H. Leslie
Librarian—W. Johns
Music—R. Lindsay
Photo. Dept. Mgr.—R. Roels
Picture Editor—W. M. Stokes
Radio-Television—W. Johns
Society—Ruby Lindsay

NORTH BAY (Ont.), NUGGET (e)
Advs. Not Accepted: Mail order not inserted by recognized agency.
Special Editions: Vacation (Feb.); Auto, Building (Apr.); Christmas (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Colin Vezina
Aviation—Stan Mulcahy
Book—Edna Blakely
Business-Financial—C. M. Fellman
Cartoonist—Dave Palangio
Columnists—Britt Jessup; Rollie Ethier; Mrs. Lorraine McGowan; Al Brennan
Credit Mgr.—G. W. Justice
Editorial Writer—C. M. Fellman
Fashion—Lorraine McGowan
Librarian—Dave Palangia
Motion Picture-Theatrical—Joan Bean
Photo. Dept. Mgr.—John McNeill
Picture Editor—C. M. Fellman
Radio-Television—Joan Bean
Travel—Don Buckley
Society—Lorraine McGowan

ORILLIA (Ont.), PACKET & TIMES (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Daily color comics carried.
Special Editions: Cook Book (Feb.); Vacation (June);
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ken Woodhouse
Columnist—J. C. Peters
Editorial Writer—J. B. Lamb
Society—Mrs. B. Teufel

OSHAWA-WHITBY (Ont.), TIMES GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Open days at Publisher's discretion.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all correspondence to T. L. Wilson, Publisher.

OTTAWA (Ont.), CITIZEN (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Dec.)
No Editions: Christmas; New Years Day; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving.
Food and/or Household Dept.: Daily food & household page; Building Pages every Fri.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roger Appleton
Aviation—Donald C. Brown
Book—Richard Statham
Business-Financial—Fred Johnstone
Church—Gordan Stoneham
Columnist—Austin Cross
Editorial Writers—Benjamin Malkin; Ronald Grantham; Hugh Boyd; Frank Swanson
Education—J. A. Hume
Farm—William Gladish
Fashion—Mollie DeProse
Food—Mrs. B. Pearson
Garden—Richard Statham
Librarian—Claude Hammerston
Motion Picture-Theatrical—Robert Blackburn
Music—Lauretta Thistle
Photo. Dept. Mgr.—William Newton
Picture Editor—Edward Marsh
Radio-Television—Robert Blackburn
Real Estate—Fred Inglis
Travel—L. W. Gates
Society—Mollie DeProse

OTTAWA (Ont.), JOURNAL (e)
Saturday color comics carried.
Special Editions: Vacation (June); Fashion (Mar.), Christmas (Nov.).
No Editions: Christmas; New Year's Day; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Gilhooly
Aviation—Gordon Dewar
Book—V. M. Kipp
Business—Chas. I. Lynch
Columnists—W. G. Westwick; Wm. McLaughlin; Eva M. Buck
Editorial Writers—M. Grattan O'Leary; V. M. Kipp; I. Norman Smith; James McCook; Bryan L. White
Education—R. U. Mahaffy
Farm—Bryan L. White
Fashion—Jean Southworth
Financial—R. U. Mahaffy
Food—Jean Southworth
Garden—B. L. White
Librarian—Irene Sadler
Motion Picture-Theatrical—W. McLaughlin
Music—Blyth Young
Photo. Dept. Mgr.—J. Frank Williams
Picture Editor—George Paterson
Radio-Television—Robert Burgess
Real Estate—Chas. I. Lynch
Travel—Gordon Dewar
Society—Miss Shirley Gillespie

OTTAWA (Ont.), LE DROIT (e)
Special Editions: St. John the Baptist Day (June); Christmas (Dec.).
Print Own Magazine: Yes.
Radio Station Affiliation: CKCH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. Légaré
Aviation—B. Légaré
Book—J. M. Poliquin
Business-Financial—P. Grenier
Church—R. Desmarais
Columnists—C. Daoust; B. Légaré
Credit Mgr.—J. A. Chatelain
Editorial Writers—C. L'Heureux; C. Brown; V. Barrette; P. Chaloult
Farm—J. M. Trépanier; François Séguin
Food—Agathe Legault
Garden—J. M. Trépanier
Librarian—Mrs. S. Vaillant
Motion Picture-Theatrical—Jean Charpentier
Music—Jean Charpentier
Personnel Mgr.—J. R. Bélanger
Picture Editor—Jean Taillefer
Radio-Television—Jean Charpentier; B. Légaré
Real Estate—P. Grenier
Travel—B. Légaré
Society—Darquise Parent; Agathe Legault

OWEN SOUND (Ont.), SUN-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Industrial (Jan.); Cook Book (Feb.); Agricultural (Apr.); Vacation (May or June); Agriculture Federation (Oct.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.

(Continued on Page 240)

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Write for our new Market Data Book — get all the facts on this area, where the successful combination of industry and agriculture has created one of Canada's wealthiest retail trading areas!

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THE

LONDON FREE PRESS

LONDON • ONTARIO • CANADA

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

The TORONTO STAR goes straight to the heart of "Buying Canada"

TORONTO

Toronto is Canada's heart and 1st market where retail sales exceed 1¾ billion dollars and ⅔rds of all major goods and services are bought by readers of the Toronto Daily Star.

THE TORONTO DAILY STAR

80 King Street West
Toronto

In the United States:
Ward Griffith & Co. Inc.

EP-18

ONTARIO—Cont'd

(Continued from Page 239)

OWEN SOUND (Ont.) SUN-TIMES—Cont'd
Food and/or Household Dept.: Food Thursdays.
Radio Station Affiliation: CFOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—T. A. Davidson
Editorial Writers—T. A. Davidson; W. R. Dane
Farm—T. A. Davidson
Fashion—Mrs. S. H. Pearce
Food—Mrs. S. H. Pearce
Garden—T. A. Davidson
Librarian—Mrs. Josephine Smith
Music—Mrs. S. H. Pearce
Picture Editor—T. A. Davidson

Real Estate—W. R. Dane
Society—Mrs. S. H. Pearce

PEMBROKE (Ont.), OBSERVER (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Progress (Feb.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; Queen's Birthday; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Group Membership: Thomson Newspapers.
Food and/or Household Dept.: Daily women's feature page
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Ruth Gordon
Address all correspondence for all other departments to: F. O. Hamilton, Managing Ed.

PETERBOROUGH (Ont.), EXAMINER (e)
Saturday color comics carried.
Special Editions: Fashion (Spring & Fall).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CHEX.
Television Station Affiliation: CHEX-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—H. G. Sutton
Editorial Writers—Robertson Davies; Tom Allen
Farm—Harry Theobald
Photo. Dept. Mgr.—"Nick" Nichols

PORT ARTHUR (Ont.), NEWS-CHRONICLE (e)
Split Run Advertising: Geographically.
Special Editions: Cook Book (Feb.); Progress Ed. (March); Building (April); Vacation (May), Bride (June); Christmas & Year Review (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. Brownridge
Editorial Writer—R. Brownridge
Photo. Dept. Mgr.—W. Snelgrove
Society—Mrs. W. Hammerstead

ST. CATHARINES (Ont.), STANDARD (e)
Advs. Not Accepted: Beer, mail order.
Special Editions: Women's Fashion (Mar.); Men's Fashion (Mar.); Baby Edition (Apr.); Television Edition (Oct.); Christmas Edition (Nov.).
No Editions: New Years, Good Friday, Victoria Day; July 1st; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Harry Harley
Columnists—H. L. Walsh; L. N. Smith
Editorial Writer—F. H. Whitelock
Farm—W. S. VanEvery
Fashion—E. Marjorie MacKay
Food—E. Marjorie MacKay
Music—Mrs. E. H. Lampard
Society—E. Marjorie MacKay

ST. THOMAS (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. As ordered.
Special Editions: Homes & Gardening (Apr.); Cook Book Edition (Oct.).
No Editions: Christmas; New Years; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Victoria Day; Good Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Tom Keith
Business-Financial—Tom Keith
Church—Stewart Lavell
Credit Mgr.—G. D. Agnew
Editorial Writers—Herbert Ramsay; Tom Keith; Laurie Beavis
Farm—Hugh Agnew
Fashion—Mrs. Jo Carson
Garden—Laurie Beavis
Librarian—Teresa Cluskey
Personnel Mgr.—G. D. Agnew
Photo. Dept. Mgr.—Hugh Agnew
Picture Editor—Tom Keith
Society—Mrs. Jo Carson

SARNIA (Ont.), SARNIA OBSERVER (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Advs. Not Accepted: Lotteries.
Special Editions: Farm Edition (Mar.); Cook Book (June).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Lane
Business-Financial—H. G. MacLean
Church—Ross Blake
Columnists—H. G. MacLean; Marcella Brown; Fred Wheeler
Editorial Writer—H. G. MacLean
Fashion—Marcella Brown
Motion Picture-Theatrical—Marcella Brown
Music—Marcella Brown
Photo. Dept. Mgr.—Doug Henderson
Picture Editor—H. G. MacLean
Radio-Television—Ross Blake
Society—Marcella Brown

SAULT STE. MARIE (Ont.) STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: Christmas (Dec.); Cook Book (Apr.).
No Editions: Statutory holidays (8).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—R. L. Curran; K. J. Brown; John A. Curran; Homer Foster; Paul Le Butt
Editorial Writers—Robert L. Curran; Ken J. Brown; Paul LeButt
Librarian—Joan Kenshol
Photo. Dept. Mgr.—Ken Dorse
Picture Editor—Robert Blair
Travel—Robert L. Curran
Society—Mrs. Nan Rajnovich

STRATFORD (Ont.), BEACON-HERALD (e)
Run-of-Paper Color Advs.: 3 colors and black. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Home & Garden (Apr.); Shakespearean Festival (June); Fall Fashion (Sept.); Cook Book (Oct.); Christmas (Nov.).
No Editions: New Years; Good Friday; Victoria Day (May); July 1st; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—James Johnston
Business-Financial—T. J. Dolan
Church—Mrs. Mollie Graham
Columnists—W. S. Johnston; L. W. Appel; E. J. Penny
Editorial Writer—Ross Keane
Farm—W. S. Johnston
Fashion—Mrs. Mollie Graham
Food—Mrs. Mollie Graham
Photo. Dept. Mgr.—Lloyd Dark
Picture Editor—T. J. Dolan
Radio-Television—Joan Lewis
Society—Mrs. Mollie Graham

SUDBURY (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon. thru Fri.
Color comics carried.
Special Editions: Progress Number (Autumn); June Brides; Do-It-Yourself; Cook Book (Spring); Spring & Fall Fashion; Tourist & Vacation (Summer).
No Editions: Christmas; New Years; Good Friday; Empire Day; Dominion Day; Civic Holiday; Thanksgiving; Labor Day.
Syndicated Magazine section carried: Weekend Magazine
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Sillanpaa
Aviation—Bill Sillanpaa
Book—Betty Meakes
Business-Financial—P. Jalkman
Cartoonist—Ollie Simpkins
Church—Betty Meakes
Columnists—Betty Meakes; Robt. Evans; C. Dorian; P. Patton; A. Snider; Reg Pitt; R. Jackson; D. O'Hearn; Don MacIntosh
Credit Manager—Mrs. L. Grant
Editorial Writers—Reg Pitt; John Marshall
Education—Betty Meakes
Farm—Bill Sillanpaa
Fashion—Betty Meakes
Food—Betty Meakes
Garden—Reg Pitt
Librarian—R. Varieur
Motion Picture-Theatrical—Betty Meakes
Music—Betty Meakes
Photo. Dept. Mgr.—Mike Dudowich
Picture Editor—P. Jalkman
Radio-Television—M. Lawrie
Real Estate—Don MacIntosh
Travel—Don MacIntosh
Society—Betty Meakes

TIMMINS (Ont.), PRESS (e)
Run-of-Paper Color Advs.: color. Daily. Week's notice and optional dates required.
Special Editions: Cook Book (May); Progress Edition (Feb.); Spring Bride (Apr.); Club Women's (June); Mining (Mar.); Vacation (July).
No Editions: Statutory Holidays (CDNPA).
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CKGB
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. Cooper
Book—J. E. Ralston
Business-Financial—Frank Lendrum
Editorial Writers—G. H. McPherson; Frank Lendrum; Pat Nicholson
Farm—J. Wilson
Fashion—Barbara Jelbert
Food—Barbara Jelbert
Garden—J. Wilson
Photo. Dept. Mgr.—Frank Pearce
Society—Barbara Jelbert

TORONTO (Ont.), GLOBE AND MAIL (m)
Run-of-Paper Color Advs.: 1 color. By arrangement.
Saturday color comics carried.
No Editions: Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. A. Deacon
Business-Financial—Ralph Blackmore
Cartoonist—J. G. Reidford
Columnists—J. V. McAree; Scott Young; Lotta Dempsey; Fraser Robertson
Editorial Writers—R. S. Needham; Bascom St. John; Colin Sabiston; Lex Schragg; Stewart J. Shaw
Farm—Eldon Stonehouse
Fashion—Mrs. Olive Dickason
Food—Ann Adam
Librarian—David Rhydwen
Motion Picture-Theatrical—Ronald Johnson; Herbert Whittaker
Music—John Kraglund
Picture Editor—Duncan Halliday
Society—Mrs. Maggie Grant

TORONTO (Ont.), DAILY STAR (e); STAR WEEKLY (Sat) (S)
Run-of-Paper Color Advs.: 1 color & black, Mon., Sat. 4 colors Star Weekly in Rotogravure, Comic or Magazine Section.
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions; New Years; Good Friday; Victoria Day (May 19th); July 1; Civic Holiday; Labor Day: Thanksgiving; Christmas.
Print Own Magazine: Yes. Publish every Sat.
Food and/or Household Dept.: Daily food column; pages Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—F. McClement
Book—Ted Honderich
Business-Financial—A. E. Armstrong
Cartoonist—Les Callan
Religion—Ronald Lowman
Columnist—Jack Karr
Credit Mgr.—J. F. Clarke
Editorial Writers—B. H. Honderich; T. J. Allan; E. Kreutzweiser; Robt. Nielsen; Ross Harkness
Education—Robert Adams
Fashion—Gwen Cowley
Food—Margaret Carr
Garden—John Bradshaw
Librarian—Marion E. Thompson
Motion Picture-Theatrical—Jack Karr
Music—Hugh Thomson
Picture Editors—Chas. Stead; John Rose; James Annan
Real Estate—Alex Henderson
Society—Betty Stapleton; Gwen Cowley

TORONTO (Ont.), TELEGRAM (e)
Run-of-Paper Color Advs: Black and 2 colors (full page). Black and 1 color (1,000 line minimum). Daily.
Split Run Advertising: Every-other Paper.
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—J. W. Emmerson
Book—L. M. McKechnie
Business-Financial—H. Devon Smith
Cartoonist—C. H. Grassick
Church—A. A. Wice
Columnists—Margaret Aitken; Wessely Hicks; Judith Robinson; Ted Reeve; Robert P. Webber; Frank Tumpane; Pete McGillen; Jane Scott; Clyde Gilmour; Helen McNamara; Wallace Reyburn
Credit Mgr.—Robert Vincent Brand
Editorial Writers—B. T. Richardson; Allen Noblston; Ruben Slonim; H. M. Halliwell
Education—Arthur Spence
Fashion—Miss Lillian Foster
Food—Miss Louise Moore
Garden—Miss Margaret Dove
Librarian—William H. Nicholson
Motion Picture—Clyde Gilmour
Music—George Kidd
Photo. Dept. Mgr.—T. H. Batt
Picture-Editor—William Brooks
Radio-Television—Ronald Poulton
Real Estate—Paul Fox
Theatrical—Rose Macdonald
Travel—Bruce Byrnes
Society—Miss Helen Allen

WELLAND (Ont.), TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Material required 4 days in advance. Reservations 5 days in advance.
Special Editions: Progress Edition (Feb.); Farm Edition (May); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24th; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Stan Koma
Cartoonist—John Collins
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writers—Henry J. Foster; T. N. Morrison
Education—Tom Sloan
Farm—Margaret Deitch
Fashion—Mrs. M. Foss
Garden—Margaret Deitch
Librarian—Mrs. Mary Block
Picture Editor—T. N. Morrison
Radio-Television—Margaret Deitch
Society—Mrs. M. Foss

WINDSOR (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Saturday color comics carried.
Special Editions: Year-end Review (Dec.); Cook Book (Jan.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. L. Macpherson
Business-Financial—Robt. Pearson
Cartoonist—Ivan Johnson
Church—Fraser Kent
Columnists—W. L. Clark; Doug. Vaughan; R. M. Harrison; Maurice Jefferies; H. L. Macpherson; Jack Kent; Ted Douglas
Credit Mgr.—A. H. Fast
Editorial Writers—John Marshall; W. L. Clark; Argus Munro; H. L. Macpherson
Fashion—Clarice Tapson
Food—Betty Wamsley
Garden—Bert Steele
Librarian—Jane Nightingale
Motion Picture-Theatrical—John Gardiner
Music—John Gardiner
Photo. Dept. Mgr.—Jack Dalgleish
Picture Editor—Norm. Hull
Society—Clarice Tapson

WOODSTOCK-INGERSOLL (Ont.), SENTINEL-REVIEW (e)
Run-of-Paper Color Advs.: 1 color. daily; week's notice required
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Progess (Jan.); Farm (Apr.); New Car (Mar.); Building (May); City Council (June); Cooktook (Aug.); Builders (Sept.); Colour Contest (Nov.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—D. McConnell; A. Burman
Credit Mgr.—E. L. Heard
Editorial Writers—A. Burman; F. Young
Farm—W. Major
Fashion—G. McGerrigle
Photo. Dept. Mgr.—Alf Burman
Picture Editor—R. McKenzie
Radio-Television—R. Marshall
Real Estate—W. Major
Society—G. McGerrigle

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PRINCE EDWARD ISLAND

CHARLOTTETOWN (P.E.I.), GUARDIAN (m); PATRIOT (e)
Advs. Not Accepted: Liquor
Special Editions: Christmas (Dec.)
No Editions: New Years; Good Friday; Dominion Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Vic Runtz
Editorial Writers—J. E. Burnett; Frank Walker; C. J. Lewis

QUEBEC

CHICOUTIMI (Que.), Le PROGRES du SAGUENAY (e)
Saturday color comics carried.
Special Editions: Christmas (Dec.); Back to School (Aug.); Spring Fashion (Mar.); Fall Fashion (Sept.).
Syndicated Magazine Section Carried: Hebdo-Revue.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Claude Tessier
Credit Mgr.—Fernando Beaulieu
Editorial Writer—Benoit Massicotte
Society—Mathilde Casgrain

GRANBY (Que.), LA VOIX DE L'EST (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Easter; Baseball (May); School (Aug.); Christmas (Dec.); Fashion (Sept.).
No Editions: Christmas; New Years; St-Jean Baptiste; Labor Day; Dec. 8.
Syndicated Magazine Section Carried: Hebdo-Revue
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. P. Chapdelaine
Editorial Writer—Rolland Gagné
Personnel Mgr.—Aimé Laurion

MONTREAL (Que.), GAZETTE (m)
Run-of-Paper Color Advs.: Up to 3 colors. 10 day reservation required.
Split Run Advertising: Yes.
Special Editions: Financial Review (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lorne McCuaig
Aviation—Roy Kervin
Book—Eileen Kerr
Business-Financial—Guy Cunliffe
Cartoonists—John Collins, Gordie Moore
Church—Wm. Headley
Columnists—G. J. Fitz-Gerald; Harriet Hill; Dink Carroll; Vern DeGeer
Credit Mgr.—R. L. Jones
Editorial Writers—E. A. Collard; Roy Kervin; George Carpenter
Fashion—Hilda Meehan
Food—Julian Armstrong
Librarian—Freda MacGachen
Motion Picture-Theatrical—Harold Whitehead
Music—Thomas Archer
Photo. Dept. Mgr.—Gordon Pritchard
Radio-Television—Harold Whitehead; Bernard Dube
Travel—G. J. Fitz-Gerald
Society—Miss E. J. Gordon

MONTREAL (Que.), HERALD (e)
Advs. Not Accepted: Liquor
Special Editions: Fashion (Mar. & Sept.); Auto (May); Home (May).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Kennedy
Aviation—Marie Grebenc
Business-Financial—T. H. Harris
Cartoonist—Frank Duggan
Columnists—Howard Huston
Editorial Writers—C. G. MacDonald; T. H. Harris
Education—Charles Pilling
Fashion—Wendy Michener
Food—Jean Delormier
Librarian—Mrs. Peggy Sterling
Motion Picture-Theatrical—Pat Pearce
Music—H. P. Bell
Photo. Dept. Mgr.—Edward Barrett
Picture Editor—Edward Barrett
Radio-Television—Pat Pearce
Travel—Frank Kennedy

MONTREAL (Que.), LA PATRIE (e) (S)
Sunday color comics carried.
Advs. Not Accepted: Correspondence clubs; Astrology; objectionable mail order.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food & household pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Lalonde
Aviation—Paul Coucke
Book—R. Duhamel
Business-Financial—M. Ouimet
Cartoonist—P. Leduc
Columnists—Dostaler O'Leary; Phil Séguin; Roger Meloche
Editorial Writer—Roger Duhamel
Farm—M. Ouimet
Fashion—Suzanne Pluze
Food—Lyse Rossignol
Garden—M. Ouimet
Librarian—J. Senécal
Motion Picture-Theatrical—R. Duhamel
Music—Pierre Saucier
Photo. Dept. Mgr.—R. Janelle
Picture Editors—F. Ouellette; J. C. Lefrançois
Radio-Television—Paul Coucke
Society—Suzanne Pluze

MONTREAL (Que.), LA PRESSE (e)
Special Editions: Fashion (Mar.); Fashion (Sept.).
No Editions: Do not publish on Sunday or the following legal holidays: New Year's Day; Good Friday; Easter Monday; Victoria Day; St. John Baptist; Dominion Day; Labor Day; Thanksgiving Day; Christmas Day.
Print Own Magazine: Yes.
Radio Station Affiliation: CKAC La Presse
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Major
Aviation—H. Major
Book—J. Laroche
Business-Financial—R. Fontaine
Cartoonist—A. Bourgeois; P. Dorion
Church—P. M. Lapointe
Columnists—J. Dufresne; M. Desjardins
Editorial Writers—H. Major; R. Leblanc; E. Lamarche; M. Girard; A. Ayotte
Farm—P. Pouliot
Fashion—Mrs. L. Hurteau
Food—Mrs. L. Hurteau
Garden—P. Pouliot
Librarian—A. Labelle
Motion Picture-Theatrical—J. Laroche
Music—C. Gingras
Photo. Dept. Mgr.—A. Campeau
Picture Editor—H. Major
Radio-Television—J. Dufresne
Real Estate—R. Champoux
Travel—R. Leblanc
Society—Miss A. Roby

MONTREAL (Que.), LE DEVOIR (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: St. Baptiste Day (June); Labor Day; Life Insurance; Fire Insurance; Mining; Christmas Greetings.
No Editions: Christmas; New Years; Good Friday; Labor Day.
Food and/or Household Dept.: Daily page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jean Benoit
Aviation—Marcel Thivierge
Book—Pierre de Graudpré
Business-Financial—Marcel Clement
Cartoonist—Robert Lapalme
Church—Maurice Crête
Columnists—Jacques de Grandpré; Pierre Laporte; Pierre Vigeant; Jean Vallerand; Yvan Philip; Georges Huber
Editorial Writers—Gerard Filion; Omer Heroux; Paul Sauriol; Andre Laurandeau
Education—André Laurendeau
Farm—Gerand Filion
Fashion—Germaine Bernier
Food—Germaine Bernier
Garden—Maurice Crete
Librarian—Pierre de Grandpré
Motion Picture-Theatrical—Pierre de Grandpré
Music—Jean Vallerand
Photo. Dept. Mgr.—Paul Cadieux
Picture Editor—Jean Marc Laliberté
Radio-Television—Michel Pierre
Real Estate—Jean Benoit
Travel—Michel Pierre
Society—Germaine Bernier

MONTREAL (Que.), LE PETIT JOURNAL (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Sunday color comics carried.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jean-Paul Robillard
Business-Financial—A. Robitaille
Columnists—Charles Mayer; Jeannette Bertrand
Editorial Writer—Fernand Denis
Fashion—Madeleine Vaillancourt
Food—Mme A. Lachance
Librarian—Doris Paris
Motion Picture-Theatrical—Roland Côté
Music—Jean Hamelin
Personnel Mgr.—J. Lavigne
Photo. Dept. Mgr.—Roger Lamoureux
Picture Editor—Pierre Gascon
Radio-Television—Jean Hamelin

MONTREAL (Que.), PHOTO JOURNAL (S)
Saturday color comics carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Pierre Laronde
Columnists—J. Bouthillette; J. Desprez
Editorial Writer—Gérald Danis
Education—J. Bouthillette
Fashion—Marie-Flore
Food—Mme. J. A. Lachance
Motion Picture-Theatrical—Roland Cote
Music—Michel Servant
Personnel Mgr.—J. Lavigne
Radio-Television—Michel Servant
Travel—Gerald Danis
Society—Marie-Flore

MONTREAL (Que.), STAR (e)
Saturday color comics carried.
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Walter O'Hearn
Business-Financial—J. H. Goldsmith
Church—Dr. D. J. Wilson
Columnists—Basil O'Meara; Andy O'Brien; Elmer Ferguson; Red Fisher; Harold Atkins; J. H. Goldsmith; Walter O'Hearn; Dr. D. J. Wilson; Peter Trueman
Credit Mgr.—W. H. M. Cooke
Editorial Writers—Ewen Irvine; E. J. Archibald; William Reinke; David M. Legate; R. C. Hanson
Fashion—Zoe Bieler
Food—Beatrice Roland
Librarian—C. M. Lapointe
Motion Picture—Sydney Johnson
Music—Eric McLean
Personnel Mgr.—F. J. Knights
Picture Editor—Art Wood
Radio-Television—Pat Pearce
Society—Harvey O. Higgins

QUEBEC (Que.), CHRONICLE-TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Saturday color comics carried.
Split Run Advertising: Geographically.
Advs. Not Accepted: Mail order.
Special Editions: Progress (Mar.); Modern Homes (Apr.); Cook Book (Sept.).
No Editions: New Years; Epiphany; Ascension; St. John Baptist; Dominion Day; Labor Day; All Saints; Immaculate Conception; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. G. Penny
Business-Financial—E. Wright
Credit Mgr.—H. B. Murphy
Editorial Writer—Owen Channon
Personnel Mgr.—H. B. Murphy
Photo. Dept. Mgr.—Horst Oesterwinter
Society—Olive Kay

QUEBEC (Que.), L'ACTION CATHOLIQUE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Daily & Sunday color comics carried.
Advs. Not Accepted: Liquor.
Special Editions: National Holiday (June); Christmas (Dec.).
No Editions: New Years; Epiphany; Good Friday; St. John Baptist; Dominion Day; Labor Day; Nov. 1; Dec. 8; Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. P. Vezina
Book—Pierre Lombard
Business-Financial—Amédée Lavoie
Cartoonist—René Houde
Church—Gérard Fecteau
Columnist—Pince Sanrire
Editorial Writers—Dr. L. P. Roy; Lorenzo Paré; Charles Pelletier; Odilon Arteau
Fashion—Madame Françoise Roy
Food—Madame Françoise Roy
Librarian—Bernard Houde
Motion Picture-Theatrical—G. Fecteau
Music—G. Fecteau
Picture Editor—Henri Duberger; M. Allaire
Real Estate—Amédée Lavoie
Society—Jacqueline Coulombe

QUEBEC (P. Q.), LE SOLEIL (m); L'EVENEMENT-JOURNAL (e)
Sunday color comics carried.
Run-of-Paper Color Advs.: 2 colors. Daily (evening only).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
L'EVENEMENT-JOURNAL (e)
Auto—Edmond Piche
Business-Financial—Marcel Boutin
Cartoonist—Raoul Hunter
Church—Jos. Voizard
Editorial Writers—Raymond Dubé; C. E. Parrot; Gilles Boyer
Education—Jos. Voizard
Fashion—Renaude Lapointe
Food—Renaude Lapointe
Garden—Edmond Piché
Motion Picture-Theatrical—Renaude Lapointe
Music—Renaude Lapointe
Radio-Television—Ed. Piché
Real Estate—Marcel Boutin
Travel—Léa Pétrin
DEPARTMENTAL EDITORS and/or MANAGERS
LE SOLEIL (m)
Auto—Jean-Paul Dionne
Aviation—Jean-Paul Dionne
Book—Pierre Lemieux
Business-Financial—Marcel Boutin
Editorial Writers—Raymond Dubé; C. E. Parrot; Gilles Boyer
Fashion—Monique Duval
Food—Monique Duval
Librarian—Pierre Lemieux
Motion Picture-Theatrical—Renaude Lapointe
Music—J. Poussart
Photo. Dept. Mgr.—Pierre Lemieux
Picture Editor—Pierre Lemieux
Radio-Television—Jean-Paul Dionne
Real Estate—Marcel Boutin
Travel—Léa Pétrin

SHERBROOKE (Que.), RECORD (e)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: Annual Review (Mar.); Holiday Edition (June)
No Editions: New Year's; Good Friday; May 24th; July 1st; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Len O'Donnell; Warren Spafford
Editorial Writers—Cuthbert Jones; Arnold Agnew
Fashion—Mrs. Gladys Richards
Food—Mrs. Gladys Richards
Librarian—Miss Fannie Williams
Society—Miss Florine Mullins

SHERBROOKE (Que.), LA TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Annual Business Review (Mar.).
No Editions: New Years; Good Friday; June 24; Labor Day; Nov. 1; Dec. 8; Christmas.
Radio Station Affiliation: CHLT
Television Station Affiliation: CHLT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. P. Robidoux
Business-Financial—M. Dupre
Church—L. O'Neil
Editorial Writer—L. P. Robidoux
Education—L. O'Neil
Farm—L. O'Neil
Fashion—Miss Lorraine Turcotte
Librarian—Cyrille Guay
Motion Picture-Theatrical—Cyrille Guay
Music—Miss Andrée Genest
Photo. Dept. Mgr.—Yvan Boisvert
Picture Editor—J. M. Denault
Radio-Television—J. L. Gauthier
Travel—J. M. Denault
Society—Miss Lorraine Turcotte

TROIS-RIVIÈRES (Que.), Le NOUVELLISTE (e)
Special Editions: Your Home (May); Christmas (Dec.).
No Editions: New Year's; Jan. 2nd; Epiphany; Good Friday; Ascension Day; St. John the Baptist Day; Dominion Day; Labor Day; All Saints Day; Imaculate Conception; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hervé Biron
Business-Financial—Rosario Blanchet
Church—Louise DeCelles
Columnists—Guy Fournier; Roland Héroux; Guy Bourdon; Mrs. Claire Roy
Editorial Writer—Hervé Biron
Fashion—Monique Valois
Librarian—Albert Bolduc
Motion Picture-Theatrical—Jean-Jacques St-Onge
Music—Jean-Jacques St-Onge
Photo. Dept. Mgr.—Roland Lemire
Society—Monique Valois

SASKATCHEWAN

MOOSE JAW (Sask), TIMES-HERALD (e)
Special Editions: Cook Book (Aug.); Farm Edition (Mar.). Progress Edition (Feb.); Women's Club Edition (Jan.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Colin J. McConecht
Editorial Writer—F. J. Workman
Picture Editor—Colin J. McConecht
Society—Margaret Preston

PRINCE ALBERT (Sask.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Mar.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Armistice Day; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. Tissington
Columnist—Pat Nicholson
Editorial Writer—F. Tissington
Farm—Harvey Brakefield
Fashion—Mrs. D. Austin
Food—Mrs. D. Austin
Garden—Harvey Brakefield
Librarian—Mrs. D. Rowe
Photo. Dept. Mgr.—W. Rosevear
Picture Editor—W. Rosevear
Society—Mrs. D. Austin

REGINA (Sask.), LEADER-POST (e)
No Editions: New Year's; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas Day.
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CKCK
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Chas. E. Bell
Church—Max Laidlaw
Columnist—D. A. Cameron
Editorial Writers—D. A. Cameron; E. N. Davis
Farm—W. Bradley
Librarian—Muriel Strickland
Motion Picture-Theatrical—Bruce Peacock
Photo Dept. Mgr.—L. Shaw
Society—Dorothy L. Pechey

SASKATOON (Sask.), STAR-PHOENIX (e)
Saturday color comics carried.
Split Run Advertising: Every-other Paper.
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jean Swanson
Editorial Writer—Grant Maxwell
Fashion—Mrs. E. M. Gould
Music—Art. Walls
Photo. Dept. Mgr.—Munro Murray
Society—Mrs. E. M. Gould

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ILLINOIS—Belleville Advocate; Carbondale Southern Illinoisan; Freeport Journal-Standard; Herrin Southern Illinoisan; Macomb Journal; Mattoon Journal-Gazette; Moline Dispatch; Murphysboro Southern Illinoisan; Ottawa Republican-Times; Paris Beacon-News; Rock Island Argus; Taylorville Breeze-Courier.
INDIANA—Anderson Bulletin & Herald; Connersville News-Examiner; Fort Wayne News-Sentinel & Journal Gazette; Goshen News; Kokomo Tribune, Princeton Clarion-Democrat.
IOWA—Cedar Rapids Gazette; Clinton Herald.
KENTUCKY—Winchester Sun.
MICHIGAN—Adrian Telegram; Mount Clemens Monitor-Leader.
MINNESOTA—Albert Lea Tribune.
WISCONSIN—Monroe Times; Racine Journal-Times.

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MISSOURI—St. Louis Post-Dispatch.

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St. Louis, Mo., 706 Chestnut; Steve Wright; Tel.: Chestnut 1965.
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Los Angeles, Calif., 1330 Wilshire Blvd.; James Thacker; Tel.: Dunkirk 7-7575.
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ARKANSAS — Arkadelphia Siftings-Herald; Camden News; Conway Log Cabin Democrat; El Dorado News and Times; Fayetteville N. W. Arkansas Times; Ft. Smith Southwest American & Times Record; Helena World; Hope Star; Hot Springs New Era-Sentinel Record; Jonesboro Sun; Magnolia Banner-News; Pine Bluff Commercial; Rogers News; Russellville Courier-Democrat; Springdale News; Stuttgart Leader; Texarkana Gazette & News.

ARTHUR, WILBUR L.
New York 20, N. Y., 45 Rockefeller Plaza; Tel.: Circle 6-1919.
ILLINOIS—Chicago News.

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Chicago 3, Ill., 166 W. Washington St.; Norris G. Shervington, Mgr.; Tel.: Andover 3-6343.
Los Angeles 28, Calif., 6608 Selma Ave.; Whaley-Simpson Co.; Tel.: Hollywood 3-7157.
San Francisco 5, Calif., 55 New Montgomery St.; Whaley-Simpson Co.

BAKER, JR., JOHN H.
Detroit, Mich., Free Press Bldg., Box 919.; Tel.: Woodward 3-2444.
ILLINOIS—Chicago News.

BARTLETT, F. A.
Seattle, Wash., 551 Skinner Bldg.
WASHINGTON—Port Angeles News; Pasco - Kennewick - Richland Tri-City Herald.
OREGON—Portland Oregon Journal.

BATES, WALLACE E.
Detroit, Mich., Penobscot Bldg.; Tel.: Woodward 2-8422.
ILLINOIS—Chicago Tribune.

BOGNER AND MARTIN (Partnership)
New York 17, N. Y., 295 Madison Ave.; P. Joseph Bogner, Edmund Farrell; Tel.: Murray Hill 9-2587-88.
Chicago 11, Ill., 435 N. Michigan Ave.; C. G. O'Neill, Jr.; Tel.: Superior 7-6048.
Atlanta, Ga., Glenn Bldg.; J. D. Whitehead; Tel.: Murray 8-3988.
ILLINOIS—Hoopeston Chronicle Herald.
NEW JERSEY—Bayonne Times; Long Branch Daily Record; Union City Hudson Dispatch.
NEW YORK—Binghamton Sun.
NORTH DAKOTA—Williston Herald.

BOOTH NEWSPAPERS, INC.
Chicago 11, Ill., 435 N. Michigan Ave.; S. B. Newman, Mgr.; Tel.: Superior 7-4680.
MICHIGAN—Ann Arbor News; Bay City Times; Flint Journal; Grand Rapids Press; Jackson Citizen Patriot; Kalamazoo Gazette; Muskegon Chronicle; Saginaw News.

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Detroit 26, Mich., Park Ave. Bldg.; Hil F. Best, Off. Mgr., Val A. Best; Tel.: Woodward 2-7298.
Philadelphia 7, Pa., 1218 Chestnut St.; Melvin S. Chapman, Off. Mgr.; Tel.: Walnut 5-2032.
Pittsburgh 22, Pa., 336 Fourth Ave.; L. R. Stewart, Jr., Off. Mgr.; Tel.: Express 1-1795.
ILLINOIS—Marseilles Press; Pontiac Leader.
KENTUCKY—Corbin Times Tribune; Harlan Enterprise; Maysville Public Ledger; Paris Enterprise; Richmond Register.
LOUISIANA — Bogalusa News; New Iberia Iberian.
NORTH CAROLINA—Roanoke Rapids Herald.
OHIO—Delphos Herald; East Palestine Leader; Gallipolis Tribune; Niles Times; Shelby Globe; Upper Sandusky Chief Union; Pomeroy-Middleport Sentinel.
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Oklahoma City, Okla., 683 Shirvin Tower Hotel; Tel.: Central 2-8025.
New Orleans, La., 212 International Trade Mart, Tel.: Raymond 3538.

NEW MEXICO—Farmington Times; Clovis News-Journal; Portales News-Tribune; Carlsbad Current-Argus; Artesia Daily Press.

TEXAS—Amarillo Globe-News; Athens Review; Bonham Favorite; Breckenridge American; Brenham Banner-Press; Brownsville Herald; Brownwood Bulletin; Bryan Eagle; Childress Index; Cleburne Times-Review; Conroe Courier; Corsicana Sun; Cuero Record; Dalhart Texan; Del Rio News Herald; El Paso Times; El Paso Herald Post; Garland News; Gladewater Times Tribune; Harlingen Valley Star; Henderson News, Hillsboro Mirror; Jacksonville Progress; Kerrville Times; Lamesa Reporter; Laredo Times; Longview News-Journal; Lubbock Avalanche-Journal; Lufkin News; McAllen Monitor Midland Reporter-Telegram; Mineral Wells Index; Nacogdoches Sentinel; Odessa American; Palestine Herald Press; Pampa News; Sherman Democrat; Stephenville Empire; Sulphur Springs News-Telegram; Sweetwater Reporter; Taylor Press; Temple Telegram, Texarkana Gazette-News; Vernon Record, Waxahachie Light.

ILLINOIS—Champaign News-Gazette.

TEXAS HARTE HANKS-NEWSPAPERS
Dallas 1, Tex., National City Bldg.; Herbert Taylor, V. P. & Gen. Mgr.; Tel.: Riverside 1-9331.
New York 17, N. Y., 52 Vanderbilt Ave., Lewis V. Hohl, Mgr.; Tel.: Lexington 2-9561.
Chicago 11, Ill., 400 N. Michigan Ave.; Cy Cima; Tel: Whitehall 4-6969.
Texas Harte-Hanks Comic Group—Sunday comic sections of 9 newspapers below.
TEXAS—Abilene Reporter-News; Big Spring Herald; Corpus Christi Caller-Times; Denison Herald; Greenville Herald-Banner; Marshall News Messenger; Paris News; San Angelo Standard-Times; Snyder Daily News.

TEXAS NEWSPAPER REPRESENTATIVES, INC.,
Houston 32, P. O. Box 26226, Tex., Roger Amdall, Mgr.
Atlanta, Ga., 601 Georgia Savings Bank Bldg.,
Francis A. Milligan, Mgr., Tel.: Jackson 5-7892.
New York 17, N. Y., 52 Vanderbilt Ave., Lewis V. Hohl, Tel.: Lexington 2-9561.
Chicago 1, Ill., 360 N. Michigan Ave., Harley L. Ward, Tel.: Central 6-6270.
LOUISIANA—Jennings Daily News.
TEXAS—Baytown Sun; Brazosport (Freeport) Facts.

THEIS & SIMPSON CO., INC.
(Affiliated Co.: Howland & Howland, Inc.)
1 East 54th St., New York 22, N. Y., W. K. Ladd, Robert Liddle; Tel.: Eldorado 5-5666.
Atlanta 3, Ga., 1021 William-Oliver Bldg.; Tel.: Jackson 4-7088.
Chicago 11, Ill., 435 N. Michigan Ave.; Tel.: Superior 7-6048.
Detroit 2, Mich., 318 Stephenson Bldg.; Tel.: Trinity 1-0790.
Jacksonville 7, Fla., 1219 Hendricks Ave.; Tel.: Flanders 9-4443.
FLORIDA—Bradenton Herald; Fort Myers News-Press; Key West Citizen; St. Augustine Record; Tallahassee Democrat.
GEORGIA—Marietta Journal.
INDIANA—Sullivan Times.
MICHIGAN—Alpena News.
MINNESOTA—Austin Herald; Crookston Times; St. Cloud Times.
NEW JERSEY—Vineland Times Journal.
NORTH CAROLINA—Hickory Record.
SOUTH DAKOTA—Pierre Capital Journal.

TODD, JAMES J.
New York 17, N. Y., 18 E. 41st St.; Tel.: Murray Hill 5-0131.
NEW JERSEY—Passaic-Clinton Herald-News.

WARD-GRIFFITH CO., INC.
New York 17, N. Y., 247 Park Ave.; Lee A. Ward, Pres. & Gen. Mgr., Harry C. Griffith, Sec'y. & Treas.; Tel.: Plaza 5-7028.
Chicago 11, Ill., Wrigley Bldg.; Wm. W. Sauerberg, Mgr.; Tel.: Superior 7-2485.
Detroit 2, Mich., General Motors Bldg.; C. C. Pendray, Mgr.; Tel.: Trinity 3-6365.
Atlanta 3, Ga., Fulton Nat'l. Bank Bldg., James Crawford, Mgr.; Tel.: Walnut 1231.
Boston 16, Mass., Statler Bldg.; Arnold Harklow, Mgr.; Tel.: Liberty 2-5669.
San Francisco 4, Calif., Russ Bldg.; Will I. St. Sure, Mgr.; Tel.: Yukon 2-6028.
Philadelphia, Pa., Phil. Nat'l. Bank Bldg.; William Neville, Mgr.; Tel.: Locust 7-4279.
Charlotte, N. C., Addison Bldg.; James Laughridge, Mgr.; Tel.: 5-8020.
Portland, Oregon, U. S. Nat'l. Bank Bldg.; James S. Mills, Mgr.; Tel.: Capital 8-3033.
CALIFORNIA—Visalia Delta-Times.
FLORIDA—Daytona Beach Journal & News.
GEORGIA—Albany Herald; Athens Banner Herald; Savannah News-Press.
IDAHO—Idaho Falls Post-Register.
ILLINOIS—Galesburg Register Mail; Peoria Journal Star.
INDIANA—Richmond Palladium & Item.
MASSACHUSETTS—Haverhill Gazette; Lawrence Eagle & Tribune; Quincy Patriot-Ledger.
MICHIGAN—Port Huron Times Herald.
MINNESOTA—Mankato Free Press.
NEBRASKA—Fremont Guide & Tribune; Norfolk News.
NEW JERSEY—Elizabeth Journal; Hackensack Bergen Evening Record.
NORTH CAROLINA—Asheville Citizen-Times; Burlington Times-News; Fayetteville Observer; New Bern Sun-Journal; Rocky Mount Telegram; Salisbury Post; High Point Enterprise.
OREGON—Salem Oregon-Statesman.
PENNSYLVANIA—Beaver Falls News-Tribune; Washington Observer & Reporter.
RHODE ISLAND—Providence Journal-Bulletin.
SOUTH CAROLINA—Greenville News & Piedmont.
VIRGINIA—Lynchburg News-Advance.
WEST VIRGINIA—Charleston Daily Mail.
WASHINGTON—Vancouver Columbian & Sun.
WISCONSIN—Sheboygan Press.
CANADA—Halifax Herald-Mail; Ottawa Journal; Toronto Star; The Star Weekly.

WEISHAR, L. I.
Chicago 4, Ill., 202 S. State St.; Tel.: Webster 9-0532.
MISSOURI—Kansas City Star-Times.

VERONIS, PETER
Cardinale, John (Springfield News)

WESTERN DAILIES
Los Angeles 17, Calif., 1330 Wilshire Blvd.; Tel.: Dunkurk 7-7575.
San Francisco, Calif., 116 New Montgomery St.; Tel.: Yukon 2-3947.
Dallas 2, Tex., 505 Texas Bank Bldg.; Tel.: Riverside 7-2474.
New York 17, N. Y., 60 E. 42nd St.; Tel.: Murray Hill 7-4750.
Chicago 1, Ill., 360 N. Michigan Ave.; Tel.: Central 6-3448.
Memphis 3, Tenn., 1602 Sterick Bldg.; Tel.: 8-0534.
Oklahoma City, Okla., 683 Skirvin Tower Hotel; Tel.: 2-8025.
New Orleans, La., 212 International Trade Mart; Tel.: Raymond 3538.
Detroit 26, Mich., 1276 Penobscot Bldg.; Tel.: Woodward 5-2895.
Kansas City, Mo., 1009 Baltimore St.; Tel.: Victor 6361.
St. Louis, Mo., 706 Chestnut St.; Tel.: Chestnut 1965.
CALIFORNIA—Corona Daily Independent; Garden Grove Daily News; Oceanside Blade-Tribune; Palm Springs Desert Sun; San Gabriel Valley Daily Tribune; Paso Robles Press; Redlands Facts.
NEVADA—Carson City Appeal; Ely Times; Las Vegas Review-Journal.
ALASKA—Juneau Daily Empire.

WEST-HOLLIDAY CO., INC.
San Francisco 5, Calif., 625 Market St.; Robert P. Holliday, Ch. of Bd., Nelson Roberts, Pres., R. S. Nicholson, Vice-Pres., James Teel, Business Mgr., Paul West, Jr., Mgr., Randy Smith, Dir. of Sales Prom., Lilly Moyle, Off. Mgr.; Tel.: Garfield 1-2003.
New York 16, N. Y., 271 Madison Ave.; Malcolm C. Smith, Eastern Mgr., Harold Lessersohn, N. Y. Sales Mgr.; Tel.: Murray Hill 3-1301.
Chicago 1, Ill., 360 N. Michigan Ave.; H. E. Deckert, Vice-Pres. & Gen. Sales Mgr., John H. Howk, Mgr., Agnes Ebbesen, Off. Mgr.; Tel.: State 2-7622.
Detroit 26, Mich., 1014 Penobscot Bldg., John P. Shafer, Mgr.; Tel.: Woodward 5-6722.
Los Angeles 14, Calif., 520 W. 7th St.; T. G. Foley, Mgr.; Tel.: Tucker 8151.
Seattle 1, Wash., 603 Stewart St.; James E. Thomson, Mgr.; Tel.: Elliott 2553.
Portland 4, Ore., 520 SW Sixth Ave., John W. Fitting, Jr., Mgr.; Tel.: Capitol 2-1057.
Denver 4, Colo., 1312 Cherokee; Morris D. Townsend, Mgr.; Tel.: Tabor 5-8624.
ALASKA—Anchorage Times; Fairbanks News-Miner; Ketchikan Daily
ARIZONA—Douglas Dispatch; Nogales Herald; Yuma Sun & Arizona Sentinel.
CALIFORNIA—Alameda Times-Star; Alhambra Post-Advocate; Anaheim Bulletin; Bakersfield Californian; Brawley News; Burbank Daily Review; Chico Enterprise-Record; Colusa Sun-Herald; Culver City Star News; El Centro Imperial Valley Press, Post; Eureka Humbolt Standard and Humboldt Times; Fullerton News Tribune; Gilroy Dispatch; Glendale News-Press; Hanford Sentinel; Hollister Free Lance; Inglewood News; Lancaster Antelope Valley Ledger-Gazette; Lodi News-Sentinel; Los Gatos Times-Observer; Madera Daily News-Tribune; Martinez Contra Costa Gazette; Marysville-Yuba City Appeal-Democrat; Merced Sun-Star; Monrovia Daily News Post; Mountain View Register Leader; Napa Daily Register; Ontario Daily Report; Orange News; Oroville Mercury-Register; Oxnard Press-Courier; Petaluma Argus-Courier; Pittsburg Post-Dispatch & Independent; Pomona Progress-Bulletin; Red Bluff Daily News; Redding Record-Searchlight; Redondo South Bay Breeze; Sacramento Union; Salinas Californian; San Bernardino Sun-Telegram; San Diego Union & Evening Tribune; San Leandro Morning News; San Luis Obispo Telegram-Tribune; San Pedro News-Pilot; Santa Ana Register; Santa Cruz Sentinel; Santa Maria Times; Santa Monica Outlook; Santa Paula Chronicle; Sunnyvale Standard; Tulare Advance-Register; Turlock Journal; Ventura Star-Free Press; Watsonville Register Pajaronian; Yreka Siskiyou News.
COLORADO—Alamosa San Luis Valley Courier, Boulder Camera, Canon City Record; Durango Herald-News; Fort Collins Coloradoan; Fort Morgan Times; Grand Junction Sentinel; La Junta Tribune-Democrat; Lamar News; Leadville Herald Democrat; Longmont Times-Call; Loveland Reporter-Herald; Montrose Press; Pueblo Chieftain & Star-Journal; Rocky Ford Gazette; Salida Mountain Mail; Sterling Journal-Advocate; Walsenburg World-Independent.
IDAHO—Lewiston Tribune; Moscow Idahonian; Twin Falls Times-News; Wallace North Idaho Press.
ILLINOIS—Alton Telegraph; Aurora Beacon-News; Cairo Citizen; Canton Ledger; Elgin Courier-News; Joliet Herald-News; Kankakee Daily Journal; LaSalle News-Tribune; Pekin Times; Springfield Illinois State Journal, Illinois State Register; Sterling Daily Gazette; Streator Times-Press.
IOWA—Iowa City Press-Citizen.
MISSOURI—Kansas City Star-Times; Cape Girardeau Southeast Missourian; St. Louis Post-Dispatch.
NEBRASKA—Scottsbluff Star-Herald.
NEVADA—Elko Free Press; Reno Gazette and Nevada State Journal; Winnemucca Humboldt Star.
NEW MEXICO—Raton Range; Santa Fe New Mexican.
OHIO—Norwalk Reflector-Herald; Sandusky Register.
OREGON—Albany Democrat-Herald; Astoria Astorian-Budget; Bend Bulletin; Coos Bay Times; Corvallis Gazette-Times; Klamath Falls Herald-News; La Grande Observer; McMinnville News-Register; Medford Mail Tribune; Oregon City Enterprise-Courier; Pendleton East Oregonian; Roseburg News Review; Salem Statesman and Capital Journal.
WASHINGTON—Aberdeen Daily World; Bellingham Herald; Bremerton Sun; Centralia-Chehalis Chronicle; Ellensburg Record; Everett Daily Herald; Longview Daily News; Moses Lake Columbia Basin Herald; Mount Vernon Skagit Valley Herald; Olympia Daily Olympian; Walla Walla Union-Bulletin; Wenatchee Daily World; Yakima Herald & Republic.
WYOMING—Cheyenne Wyoming Eagle and State Tribune; Laramie Daily Boomerang; Rawlins Times; Rock Springs Rocket, Sunday Miner; Worland Northern Wyoming News.

WHALEY-SIMPSON CO.
Los Angeles, 6513 Hollywood Blvd.; Tel.: Hollywood 3-7157.
San Francisco, 55 New Montgomery St.; Tel.: Sutter 1-6072.
ILLINOIS—Chicago Defender.

WINTER COMPANY, THE HAL
Miami Beach, Fla., 7136 Abbott Ave.; Tel.: Union 5-2661.
DELAWARE—Wilmington News-Journal.
DISTRICT OF COLUMBIA—Washington Post & Times Herald.
ILLINOIS—Chicago Sun-Times.
MASSACHUSETTS—Boston Herald-Traveler.
MINNESOTA—St. Paul Dispatch & Pioneer Press.
MISSOURI—St. Louis Globe-Democrat.
NEW JERSEY—Newark Star Ledger.
NEW YORK—New York Post.
CANADA—Toronto Globe & Mail; Windsor Star.

WISCONSIN NEWSPAPERS MARKETS
Milwaukee 3, Wis., Business Institute Bldg., 770 North Plankinton Ave.; Irving C. Buntman, Pres. & Sls. Mgr.; Tel.: Broadway 1-2805.
WISCONSIN—Antigo Journal; Appleton Post Crescent; Ashland Press; Barabboo News-Republic; Beaver Dam Citizen; Beloit Daily News; Chippewa Falls Herald-Telegram; Eau Claire Leader & Telegram; Fond du Lac Commonwealth Reporter; Fort Atkinson Union; Janesville Gazette; Kenosha Evening News; La Crosse Tribune; Manitowoc Herald Times and Two Rivers Reporter; Merrill Daily Herald; Neenah-Menasha Twin Cities News-Record; Rhinelander Daily News; Shawano Evening Ledger; Sheboygan Press; Stevens Point Journal; Superior Evening Telegram; Watertown Times; Wausau Record Herald.

WITMER CO., WALLACE
Memphis 4, Tenn., 1509 Madison Ave.; Tel.: BR 6-5424.
New York, N. Y., 250 Park Ave.; Tel.: YU 6-7080.
Chicago 1, Ill., 307 N. Michigan Ave.; Tel.: State 2-8150.
Boston, Mass., 80 Boylston St.; Tel.: Hancock 6-1524.
ALABAMA—Decatur Daily; Florence Times; Sheffield-Tuscumbia Tri-Cities Daily.
ARKANSAS—Batesville Guard; Blytheville Courier-News; Harrison Times; Newport Independent; Paragould Press-Soliphone; Searcy Daily Citizen.
KENTUCKY—Bowling Green Park City News; Fulton Leader; Murray Ledger & Times.
MISSISSIPPI—Clarksdale Press Register; Columbus Commercial Dispatch; Corinth Corinthian; Greenville Delta Democrat-Times; Greenwood Star; Grenada Sentinel-Star; Tupelo Journal; West Point Times-Leader.
MISSOURI—Kennett Dunklin Democrat; Poplar Bluff American Republic; Sikeston Standard.
TENNESSEE—Columbia Daily Herald; Dyersburg State Gazette; Paris Post-Intelligencer; Union City Messenger.

CANADIAN

AUSTIN & CO., W. H.
Toronto 1, Ont., 18 Toronto St.; W. H. Austin, Gen. Mgr.; Tel.: EM 3-5357.
ALBERTA—The Calgary Albertan.
BRITISH COLUMBIA—The Daily Colonist, Victoria Daily Times; New Westminster British Columbian.
NEWFOUNDLAND—St. John's Daily News.
SASKATCHEWAN—The Western Producer.

BANNAN, JOHN
Toronto, Ont., Can., 147 University Ave.; Tel.: Empire 4-1163.
QUEBEC—Montreal Star.

BARNES, THOS. W.
Montreal, Que., Can., 660 St. Catherine St. W.; Tel.: Un 6-8871.
ONTARIO—Toronto Daily Star; The Star Weekly.

BOYD, RUSSELL C.
Toronto, Ont., Can., 80 King St. W.; Tel.: Empire 4-2324.
BRITISH COLUMBIA—Pacific Press Limited; Vancouver Sun; The Province.

CLASS "A" NEWSPAPERS OF CANADA
Toronto, Ont., 105 Carlton St.; H. A. Sandison, Nat'l. Advertising Manager.
Montreal, Que., 1449 Alexander St.
Vancouver, B. C., 198 W. Hastings St.
BRITISH COLUMBIA—Kamloops Daily Sentinel.

CRESMER & WOODWARD (Canadian Division)
(See U. S. listing)

DE CLERQUE, INC., HENRY
(See U. S. Listing)

EDWARDS & CO., LTD.
Toronto, Ont., Can., 34 King St., E.; Tel.: Empire 4-7693.
ONTARIO—St. Thomas Times Journal.

FINLAY & CO., E. P.
Toronto 1, Ont., 2 Toronto St.; Tel.: EM 6-4275.
MANITOBA—Portage La Prairie Graphic.
NEW BRUNSWICK—Moncton Times-Transcript.
NOVA SCOTIA—New Glasgow News.
ONTARIO—Sault Ste. Marie Star.

GILMAN, NICOLL & RUTHMAN
(See U. S. Listing)

HALLADAY, A. H.
Toronto, Ont., Can., 73 Adelaide St., W.; Tel.: Empire 3-4179.
BRITISH COLUMBIA—Nelson News.

HAMILTON, JOHN R.
Montreal, P. Q., Can., 660 St. Catherine St., W.; Tel.: University 6-5942.
PRINCE EDWARD ISLAND—Charlottetown Guardian.
QUEBEC—Quebec Chronicle-Telegraph.
ONTARIO—Brampton Conservator; Chatham Daily News; Galt Evening Reporter; Guelph Daily Mercury; Kirkland Lake Northern News; Oakville Journal; Orillia Daily Packet & Times; Oshawa Times-Gazette; Pembroke Observer; Port Arthur News Chronicle; Sarnia Observer; Sudbury Daily Star; Timmins Daily Press; Welland Tribune; Woodstock Sentinel-Review.
SASKATCHEWAN—Moose Jaw Times Herald; Prince Albert Daily Herald.
BRITISH COLUMBIA—Kelowna Courier; Nanaimo Free Press; Penticton Herald; Kamloops Daily Sentinal.

HODGES, NORMAN L.
Montreal, Que. Can., 1117 St. Catherine St., W.; Room 414; Tel.: Victor 9-6948.
ONTARIO—Toronto Globe & Mail.

HOUSTON, WILLIAM
Toronto, Ont., Can., 1110 Canada Permanent Bldg.; Tel.: Empire 4-4622.
MANITOBA—Winnipeg Free Press.
SASKATCHEWAN—Regina Leader Post, Saskatoon Star-Phoenix.

MULLIGAN, RALPH R.
(See U. S. Listing)

O'MARA & ORMSBEE, INC.
(See U. S. Listing)

PAYETTE, MARCEL
Montreal, Que., Can., 434 Notre Dame St., E.; Tel.: Be 3361.
QUEBEC—Le Devoir.

REES, S. L.
Toronto, Ont., Can., 2300 Imperial Life Tower; Tel.: Empire 4-9652.
QUEBEC—Montreal La Presse.

ROSE, HUGH
(Brown, Basil D.)
Toronto, Ont., Can., 101 McKinnon Bldg.; Tel.: Empire 4-1016.
QUEBEC—Montreal La Patrie.

SHANNON & ASSOCIATES, INC.
(See U. S. Listing)

SNELLING, W. T.
Toronto, Room 402, 112 Yonge St.; Tel.: Wa 5616.

SOUTHAM NEWSPAPERS
Toronto, Ont., Can., 388 Yonge St.; Tel.: Empire 4-9229.
Montreal, Que., Can., 1070 Bleury St.; Tel.: University 6-3579.
ALBERTA—Calgary Herald, Edmonton Journal; Medicine Hat News.
BRITISH COLUMBIA—Vancouver Province. (Published for Pacific Press.)
MANITOBA—Winnipeg Tribune.
ONTARIO—Hamilton Spectator; Ottawa Citizen; North Bay Nugget.

THOMSON NEWSPAPERS
Toronto, Ont., Can., 44 King St., W.; Tel.: Empire 3-8894.
Montreal, Que., Can., 225 University Tower Bldg.; Tel.: University 6-5942.
ONTARIO—Brampton Conservator; Chatham Daily News; Galt Reporter; Guelph Mercury; Kirkland Lake Northern Daily News; Oakville Journal; Orillia Packet & Times; Oshawa Times-Gazette; Pembroke Observer; Port Arthur News-Chronicle; Sarnia Observer; Sudbury Star; Timmins Press; Welland-Port Colborne Tribune; Woodstock Sentinel-Review.
QUEBEC—Quebec Chronicle-Telegraph.
PRINCE EDWARD ISLAND—Charlottetown Guardian.
SASKATCHEWAN—Moose Jaw Times-Herald; Prince Albert Daily-Herald.
BRITISH COLUMBIA—Kamloops Sentinel; Kelowna Courier; Nanaimo Free Press; Penticton Herald.
FLORIDA—St. Petersburg Independent.
SCOTLAND—Edinburgh Scotsman; Edinburgh Weekly Scotsman; Edinburgh Dispatch.
ENGLAND—London Canada Review.

TOPPIN, ALBERT H.
Toronto 1, Ont., Can., Room 623, 12 Richmond St., E; Tel.: Empire 4-6922.
QUEBEC—Le Soleil & L'Evenement-Journal; Trois Rivieres, Le Nouvelliste; Sherbrooke, La Tribune.

VATCHER & CO., LTD., T. G.
Toronto 5, Ont., Can., 30 Bloor St., W.; Tel.: Walnut 4-2164.
ALBERTA—Lethbridge Herald.
BRITISH COLUMBIA—Prince Rupert Daily News.
NEWFOUNDLAND—Corner Brook Western Star; St. John's Evening Telegram.
NOVA SCOTIA—Amherst Daily News.
ONTARIO—Brockville Recorder & Times; Cornwall Standard-Freeholder; Niagara Falls Evening Review; Owen Sound Sun-Times; Trenton Trentonian.

WARD-GRIFFITH COMPANY, INC.
(See U. S. Listing)

WEIR, J. A.
Montreal, P. Q., Can., Dominion Square Bldg., Suite 938; Tel.: University 6-8148.
ONTARIO—The Toronto Telegram.

WILLCOCKS, GEORGE S.
Toronto, Ont., Can., 372 Bay St.; Tel.: Empire 4-9907.
QUEBEC—Montreal Gazette.

WILLIAMS, E. A.
Toronto 1, Ont., Can., 917 Imperial Life Tower Bldg.; Tel.: Empire 6-4989.
Montreal, Que., Can., 1026 Shell Tower Bldg., R. J. Burns, Off. Mgr.; Tel.: University 6-8769.
NOVA SCOTIA—Halifax Chronicle-Herald and Mail-Star.
ONTARIO—Ottawa Journal.
QUEBEC—Granby; La Voix de l'Est; Chicoutimi; Le Progrès Du Saguenay.

GROUPS OF DAILY NEWSPAPERS UNDER COMMON OWNERSHIP

Compiled by Dr. Raymond B. Nixon,
Professor of Journalism,
University of Minnesota.

EDITOR'S NOTE: For the purposes of this listing, a "group" of daily newspapers is defined as "two or more daily newspapers in different cities under the same principal ownership or control." The first paper named, in most instances, is the one published in the city where the group's headquarters (if any) are located, or where the principal owner lives. The name and address of the principal owner or chief owner of a group is given usually following the names of the individual papers in the listings below. In many groups each paper is a separate corporation, with little or no central direction of editorial policy.

This list of United States and Canadian dailies does not include any weekly newspapers or magazines that may be under the same ownership, nor does it include radio and television stations.

ROLLAND ADAMS NEWSPAPERS—Atlantic City (N. J.) Press (m-S). Bethlehem (Pa.) Globe-Times (e). Rolland L. Adams, Pres.-Pub., 210 W. 4th St., Bethlehem, Pa.

ANACONDA NEWSPAPERS—Billings (Mont.) Gazette (m-e-S); Butte-Anaconda (Mont.) Standard (m-S), Post (e), Helena (Mont.) Independent-Record (e-S); Livingston (Mont.) Enterprise (e); Missoula (Mont.) Missoulian (m-S) and Sentinel (e). Majority ownership of each paper is held by Fairmont Corp., a subsidiary of the Anaconda Co., 25 Broadway, New York, N. Y., although each paper is published by a separate corporation. Chief executive, J. H. Dickey, Jr., Vice-Pres., Fairmont Corporation, Butte, Mont.

E. ANTHONY & SONS, INC., NEWSPAPERS—Cape Cod - Hyannis (Mass.) Standard-Times (e); New Bedford (Mass.) Standard-Times (e-S).

RAY BARNES NEWSPAPERS—Elwood (Ind.) Call-Leader (e) Alamosa (Colo.) Courier (e); Pratt (Kans.) Daily Tribune (e); Kenton (Ohio) Times (e). Ray F. Barnes, Pres.; Charles G. Barnes, Vice-Pres., Elwood, Ind.

BATH-HORNELL NEWSPAPERS—Bath (N. Y.) Steuben Advocate (e); Hornell (N. Y.) Tribune (e). Louis G. Buisch, Hornell, N. Y.

JOHN H. BIDDLE NEWSPAPERS—Bedford (Pa.) Gazette (m); Huntington (Pa.) News (e). The papers are published by separate corporations. John H. Biddle, 325 Penn St., Huntingdon, Pa., is president of each, but does not own a majority interest in either.

BLOCK NEWSPAPERS—Toledo (O) Blade (m-e-S); Pittsburgh (Pa.) Post-Gazette (m). Paul Block, Jr., Toledo, and William Block, Pittsburgh, co-publishers. New York office: 261 Madison Ave., New York, N. Y.

OLIVER P. BOLTON NEWSPAPERS—Willoughby (O.) News-Herald (e); Dover (O.) Reporter (e). Oliver P. Bolton, Willoughby, Ohio.

BOOTH NEWSPAPERS, INC.—Ann Arbor (Mich.) News (e); Bay City (Mich.) Times (e-S); Flint (Mich.) Journal (e-S); Grand Rapids (Mich.) Press (e); Jackson (Mich.) Citizen Patriot (e-S); Kalamazoo (Mich.) Gazette (e-S); Muskegon (Mich.) Chronicle (e); Saginaw (Mich.) News (e-S). Ralph H. Bastien, Pres., 2500 Buhl Bldg., Detroit, Mich.

BRUSH-MOORE NEWSPAPERS, INC.—Canton (O.) Repository (e); East Liverpool (O.) Review (e); Ironton (O.) Tribune (e); Marion (O.) Star (e); Portsmouth (O.) Times (e); Salem (O.) News (e); Steubenville (O.) Herald-Star (e); Salisbury (Md.) Times (e). G. Gordon Strong, Pres. & Gen. Mgr., Canton, Ohio; Thomas S. Brush, Vice-Pres., Salem, Ohio; William T. Moore, Vice-Pres., Canton, Ohio; Joseph K. Vodrey, Vice-Pres., Canton, Ohio; William H. Vodrey, Jr., Sec.-Treas., East Liverpool, Ohio; Leonard Crossley, Asst. Treas., Canton, Ohio; John D. Raridan, Pub., Canton, Ohio; Clayton G. Horn, Exec. Ed., Canton, Ohio; Victor H. Merson, Ad. Dir., Canton, Ohio.

BRYAN ESTATE NEWSPAPERS—Richmond (Va.) Times-Dispatch (m-S), News Leader (e), Tampa (Fla.) Tribune (m-S). D. Tennant Bryan, Richmond Newspapers, Inc., Richmond, Va. (The Bryan Estate owns majority stock in the Tampa Tribune and controlling stock in Richmond Newspapers, Inc.)

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) Daily News Record (m), Winchester (Va.) Star (e). Harry F. Byrd, Jr. Winchester, Va. Pres.

S. W. CALKINS NEWSPAPERS—Beaver (Pa.) Valley Times (e), published by Beaver Newspapers, Inc.; Bristol (Pa.) Daily Courier (e), Levittown (Pa.) Times (e), both published by Bristol Printing Co.; Doylestown (Pa.) Evening Intelligencer (e), published by Intelligencer Co.; Uniontown (Pa.) Herald (m), Standard (e), published by Uniontown Newspapers, Inc. S. W. Calkins, Uniontown, Pa., is president of each corporation.

CENTRAL CALIFORNIA PUBLISHING CO., INC.—Gilroy (Calif.) Dispatch (e), Los Gatos (Calif.) Times-Saratoga Observer (e), Sunnyvale (Calif.) Standard (e), Mountain View (Calif.) Register-Leader (e). These newspapers are published by separate corporations associated with Central California Publishing Co., Inc. Joseph C. Houghteling, P. O. Box 667, Sunnyvale, Calif., is president of each corporation; Patrick H. Peabody, 275 N. First St., San Jose, Calif., Vice-Pres.; George R. Kane, 114 Royce St., Los Gatos, Calif., Treas.

CENTRAL NEWSPAPERS, INC.—Phoenix (Ariz.) Arizona Republic (m-S), Gazette (e); Huntington (Ind.) Herald-Press (e-S); Indianapolis (Ind.) Star (m-S), News (e); Lebanon (Ind.) (affiliated but not owned) Daily Reporter (e); Muncie (Ind.) Star (m-S), Press (e); Vincennes (Ind.) Sun-Commercial (e-S). E. C. Pulliam, Pres., Star and News Bldg., Indianapolis, Ind.

THE CHEW NEWSPAPERS—Xenia (O.) Gazette (e); Middletown (O.) Journal (e), News-Journal (S); Piqua (O.) Call (e). J. A. Chew, Pres., Xenia, O.

CHICAGO TRIBUNE - NEW YORK DAILY NEWS SYNDICATE—Chicago (Ill.) Tribune (m-S), American (e-S); New York Daily News (m-S). Chesser M. Campbell, Pres., Tribune Co.; Richard Clarke, Pres., Chicago Tribune-New York Daily News Syndicate.

CONINE PUBLISHING CO. NEWSPAPERS—Big Rapids (Mich.) Pioneer (e); Cheboygan (Mich.) Daily Tribune (e); Manistee (Mich.) News-Advocate (e). The Traverse City (Mich.) Record-Eagle (e) is owned by the Herald and Record Publishing Co., which has the same directors. Austin C. Batdorff, Pres. & Mgr., Traverse City, Mich.

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SOUTHWESTERN DAILIES—Brownwood (Tex.) Bulletin (e-S), published by Brownwood Newspapers, Inc.; Miami (Okla.) News-Record (e-S), published by Miami Newspapers, Inc.; Del Rio (Tex.) News-Herald (e-S) published by Del Rio Newspapers, Inc., Lamesa (Tex.) Reporter (e-S) published by Southwestern Dailies, Inc.; Waxahachie (Tex.) Light (e-S) published by Waxahachie Newspapers, Inc. C. C. Woodson, Brownwood, Tex., is the principal owner and officer in each corporation.

SOUTHWESTERN PUBLISHING CO.—Fort Smith (Ark.) Southwest American (m), Times Record (e), Southwest Times Record (S); Rogers (Ark.) Daily News (e); Natchez (Miss.) Times (e-S); Carson City Nev.) Appeal (e); Ely (Nev.) Times (e); Fallon (Nev.) Standard (e); Las Vegas Review Journal (m-e-S); Bartlesville (Okla.) Examiner (m), Enterprise (e), Examiner-Enterprise (S); Blackwell (Okla.) Journal Tribune (e-S); Chickasha (Okla.) Daily Express (e-S); Okmulgee (Okla.) Daily Times (m-S). Donald W. Reynolds, Pres., Southwestern House, Fort Smith, Ark., and 737 N. Main, Las Vegas, Nev.

SPEIDEL NEWSPAPERS, INC.—Headquarters: Mining Exchange Bldg., Colorado Springs, Colo.; John Ben Snow, Chmn. of Board; Harry S. Bunker, Pres. Affiliates: Poughkeepsie (N.Y.) New Yorker (e-S); Reno (Nev.) Evening Gazette (e), Nevada State Journal (m-S); Salinas (Calif.) Californian (e); Iowa City (Iowa) Press-Citizen (e); Chillicothe (O.) Gazette (e); Fort Collins (Colo.) Coloradoan (e-S); Visalia (Calif.) Times-Delta (e).

SPILMAN NEWSPAPERS—Waynesboro Publishing Corp.: Waynesboro (Va.) News-Virginian (e), Louis Spilman, Pres. & Pub.; Glasgow (Ky.) Daily Times (e), Carroll Knicely, Pub.

STAUFFER PUBLICATIONS, INC.—Topeka (Kan.) State Journal (e), Capital (m-S); Arkansas City (Kan.) Traveler (e); Kansas City (Kan.) Kansan (e-S); Pittsburgh (Kan.) Headlight (e), Sun (m-S); Independence (Mo.) Examiner (e); Maryville (Mo.) Forum (e); Nevada (Mo.) Daily Mail (e); Grand Island (Neb.) Independent (e); York (Neb.) Daily News-Times (e); Shawnee (Okla.) News Star (m-S); Newton (Kan.) Kansan (e). Oscar Stauffer, Pres., Topeka, Kansas.

MRS. R. B. TERRY AND D. A. RAWLEY, Publishers—High Point (N.C.) Enterprise (e-S); Burlington (N.C.) Times-News (e). Address D. A. Rawley, High Point, N.C.

THOMSON DAILIES—St. Petersburgh (Fla.) Independent (e). For other newspapers in this group, see Newspaper Groups of Canada (below).

W. K. ULERICH NEWSPAPERS—Clearfield (Pa.) Progress (e); Danville (Pa.) News (e). W. K. Ulerich, Clearfield, Pa., Pres. and majority stockholder in each corporation.

CARMAGE WALLS NEWSPAPERS—See Southern Newspapers, Inc.

PHILIP S. WELD NEWSPAPERS—See Essex County Newspapers, Inc.

WESTCHESTER NEWSPAPERS—White Plains (N.Y.) Reporter Dispatch (e); Mamaroneck (N.Y.) Times (e); Mount Vernon (N.Y.) Argus (e); New Rochelle (N.Y.) Standard Star (e); Ossining (N.Y.) Citizen Register (e); Port Chester (N.Y.) Item (e); Tarrytown (N.Y.) News (e); Yonkers (N.Y.) Herald Statesman (e); Peekskill (N.Y.) Star (e) (affiliated). Westchester County Publishers Inc., Valentine E. Macy, Jr., Pres., William L. Fanning, Gen. Mgr., George W. Helm, Jr., Vice-Pres. & Asst. Gen. Mgr., Reporter Dispatch Bldg., White Plains, N.Y.

DUDLEY WHITE NEWSPAPERS—Sandusky (O.) Register-Star-News (e); Norwalk (O.) Reflector-Herald (e). Dudley White, who was publisher of both papers, died in October, 1957. C. J. Stark is general manager of Sandusky Newspapers, Inc.

WHITTENBURG NEWSPAPERS — Globe - News Publishing Co., Lubbock, Tex., publishers of Lubbock (Tex.) Avalanche (m), Journal (e), Avalanche-Journal (S); Amarillo (Tex.) News (m), Globe-Times (e), and News-Globe (S), Panhandle Publishing Co., Borger, Tex., Publishers of Borger (Tex.) News-Herald (e-S). S. B. Whittenburg, Amarillo, and Roy R. Whittenburg, Borger.

WICK NEWSPAPERS—Niles (O.) Daily Times (e); Bogalusa (La.) Daily News (e-S); New Iberia (La.) Daily Iberian (e); Roanoke Rapids (N.C.) Daily Herald (e-S). James L. Wick, Chmn. of Bd., 1835 K St., N.W., Wash., D.C.

WINSOR NEWSPAPERS—Canton (Ill.) Ledger (e); Boonville (Mo.) News (e). Mrs. H. B. Winsor and John Winsor, Canton, Ill., majority stockholders.

NEWSPAPER GROUPS OF CANADA

BELL NEWSPAPERS—Calgary (Alta.) Albertan; Victoria (B.C.) Colonist and Times. G. M. Bell, Pres.

DAVIES NEWSPAPERS—Peterborough (Ont.) Examiner; Kingston (Ont.) Whig-Standard. W. Rupert Davies, Pres.

DINGMAN NEWSPAPERS—Stratford (Ont.) Beacon-Herald, C. D. Dingman, Pres.; St. Thomas (Ont.) Times-Journal, Geo. M. Dingman, Pres.

FLEMING NEWSPAPERS—Owen Sound (Ont.) Sun-Times; Cornwall (Ont.) Daily Standard-Freeholder. Donald Fleming, Pres.

HERDER NEWSPAPERS—St. John's (Newfoundland) Evening Telegram; Corner Brook (Newfoundland) Western Star. J. M. Herder, Pres.

SIFTON NEWSPAPERS—Regina (Sask.) Leader-Post, D. B. Rogers, Editor, P. B. Keffer, Gen. Mgr.; Saskatoon (Sask.) Star-Phoenix, R. M. Cantlon, Pub. Clifford Sifton, Pres.

SOUTHAM NEWSPAPERS—North Bay (Ont.) Nugget; Ottawa (Ont.) Citizen; Hamilton (Ont.) Spectator; Calgary (Alta.) Herald; Edmonton (Alta.) Journal; Vancouver (B.C.) Providence; Winnipeg (Man.) Tribune; Medicine Hat (Alta.) News. Southam Newspapers, Ltd., 321 Bloor St. E., Toronto; Philip S. Fisher, Pres., 1070 Bleury St., Montreal.

THOMSON NEWSPAPERS—Kamloops (B.C.) Sentinel; Kelowna (B.C.) Courier; Penticton (B.C.) Herald; Barrie (Ont.) Examiner; Brampton (Ont.) Conservator; Chatham (Ont.) Daily News; Galt (Ont.) Reporter; Guelph (Ont.) Daily Mercury; Kirkland Lake (Ont.) Northern Daily News; Oakville (Ont.) Trafalgar Journal; Orillia (Ont.) Daily Packet & Times; Oshawa (Ont.) Daily Times-Gazette; Pembroke (Ont.) Observer; Port Arthur (Ont.) News-Chronicle; Sarnia (Ont.) Observer. Sudbury (Ont.) Daily Star; Timmins (Ont.) Daily Press; Welland (Ont.) Evening Tribune; Woodstock (Ont.) Sentinel-Review; Quebec (Que.) Chronicle-Telegraph; Charlottetown (P.E.I.) Guardian-Patriot. Moose Jaw (Sask.) Times-Herald; Prince Albert (Sask.) Daily Herald; Nanaimo (B.C.) Free Press; St. Petersburg (Fla.) Independent; Roy H. Thomson, Chmn. of Board; K. R. T. Thomson, Pres.; S. L. McCabe, Gen. Mgr.; E. J. Mannion, Dir. of Adv. Sales; 44 King Street, West, Toronto, Ont. J. R. Hamilton, Mgr. Montreal National Advertising Office, 225 University Tower Bldg., Montreal, Que. The following papers of Scotland and England are published by this organization: The Scotsman; The Weekly Scotsman; The Evening Dispatch (all in Edinburgh, Scotland); and Canada Review (London, England, a weekly).

THE JOURNALIST'S CREED

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

WALTER WILLIAMS.

The School of Journalism
University of Missouri.

CODE OF PRACTICE

Newspaper Advertising Executives Association

1. No advertising will be published if it is fraudulent, misleading or otherwise harmful.
2. Rates and conditions published in the rate card will apply to all advertisers.
3. Definitions of retail and general advertising, as endorsed by the Newspaper Advertising Executives Association will determine whether retail or general rates apply.
4. Any possible action in connection with publicity which may be sent to the advertising department will be limited to submittal to the news department for use or rejection.
5. Newspaper advertising salesmen will be thoroughly instructed in the fundamentals of good advertising and the usefulness of newspapers as a medium to the end that competent service may be provided to every advertiser.
6. Salesmen will be instructed to advise advertisers in the manner that will produce maximum returns and to avoid overselling or other unsound methods.
7. Any mention of competing newspapers or other media will be truthful. Derogatory references to the personnel, policies or advertising value of other newspapers will be avoided to the end that fair competition may be promoted.
8. In order to assure maximum returns to advertisers every effort will be made to induce them to improve the quality of their copy and art work and to assure good typography and printing.
9. Adequate and accurate information regarding the market and the newspaper will be provided.
10. The objective in all respects will be the advancement and improvement of the newspaper as an advertising medium.

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS

KEY LETTERS

A—American Type Founders
AB—Allen Bradley
AC—Allis-Chalmers
Al—Alico Driers
AP—American Publisher Supply
Au—Autoformer
B—Babcock
Ba—Bast
BB—Bonnett-Brown
B&G—B & G Caster
Be—Beard
Bch—Bucher
Bk—Barker
BN—Brown & Narrow
BS—Barnhart Bros. and Spindler
Bu—Bullock
BST—Buna String Tyer
C—Campbell
Ca—Crawford
Cal—Callender
Cap—Capco
Cbt—Crabtree
CD—Cox Duplex
CE—Cline Electric
Cg—Challenge
CH—Cutler-Hammer
Cl—Clarke
Cm—Cemer
Co—Cottrell
Cot—Cox o-Type
CP—Chandler & Price
Cr—Cranston
CrW—Crocker-Wheeler
Ct—Clutch
CW—Cline Westinghouse
Cy—Century
D—Duplex
DA—Davidson
De—Dexter
Dm—Drum
DT—Dek-A-Tube
Eb—Eby
Ed—Edwards
EE—Electric Eye
EK—Easy Kaster
Ec—Economy
El—Elrod
EM—Emerson
En—Engravaplate
ER—Even Ray
ETS—Electro-Typesetter
F—Foster
FM—Fairbanks-Morse
FOS—Form-O-Scorch
FS—Fairchild "Scan-A-Graver"
G—Goss
GE—General Electric
Go—Gordon
Gol—Golding
Gr—Gerrard
H—Hoe
Ha—Hammond
HB—Hess & Barker
He—Hereford
Hi—Heidelberg
Hm—Hamilton
HM—Home Made
Hv—Halversen
I—Intertype
IC—Industrial Control
Id—Ideal
If—Inframatic
In—Inland
Ir—Infra Red Ray
J—Jenny
Jn—Johnson
Jo—Jordan
JUS—Justowriter
K—Kohler
KC—Kansas City Matrix Co.
Ke—Kendall
Ki—Kimball
Kl—Kluge
Klg—Klischograph
Kli—Kline
Km—Kemp
Kn—Knoop
Ky—Kelly
L—Linotype (Mergenthaler Keyboard)
LA—Louis Allis
Lan—Lanston
Lap—Linotype (All Purpose Hand Set)
LE—Lake Erie
Le—Lee
Lg—Linograph
LG—Little Giant
Li—Lighting
Lin—Lincoln
Lu—Ludlow
Lw—Ludwick
M—Monotype
Ma—Margach
MB—Meyer Both
MeF—MacFar
Me—Miehle
Mi—Miller
MM—Metal Master
MME—Mat Makers Equipment
Mo—Monomelt
MR—Miller & Richards
Mr—Monitor
MTO—Made to Order
Na—National
Ne—Nelson
No—Nolan
Nt—National Enterprises
Nu—Nusbaum
Nw—Northwestern
OS—Ostrander-Seymour
P—Potter
Pa—Pantone
Ph—Photon
Pri—Prince
Re—Reliance
S—Scott
Sa—Saxmayer
SD—Square Deal
Sd—Speed
SE—Stereotype Equipment Co.
SH—Shott-Hoffer
Sh—Shaw
She—Sheridan
Si—Simplex
SL—Speed Line
Sm—Smatco
SP—Signode Parker
Sp—Sprague Electric
Sr—Star
St—Stonemetz
StH—Sta-Hi
Str—Streamline
Sw—Shaw
Sx—Stereotex
Th—Thomson
To—Topp
Tr—Trumbull
Tt—Trent
TTS—Teletypesetter
U—Union Electric
US—United States
Un—Universal
Va—Vandercook
VK—Victor-Kidder
VT—Varityper
W—Wood
Wa—Wagner
Wal—Wallaster
Wald—Waldron
Wb—Webendorfer
WE—Western Electric
We—Wesel
WF—Wood Flong
Wg—Westinghouse
Wh—Whitlock
WNU—Western Newspaper Union
Wt—Wiretyer

PLANT DATA INCLUDES

Type page sizes.
Newsprint consumption—in tons.
Newsprint roll sizes.
Ink consumption—in pounds.
Number and type of press units.
Type of press controls.
Folder cut-off length.
Number of R. O. P. colors.
Number and make of composing machines.
Machines operated by Teletypesetter.
Number of TTS tape punchers.
Photo-composing machines.
Material makers—casters.
Feeders.
Type of engraving equipment.
Moulding equipment.
Scorching equipment.
Casting boxes.
Mail room equipment—stuffing and tying machines.

TYPE OF EQUIPMENT

Presses

"wus"—Web fed, unit type, standard plates
"wut"—Web fed, unit type, tubular plates
"wds"—Web fed, decker type, standard plates
"wdt"—Web fed, decker type, tubular plates
#—Vacuum backed
"wf"—Web fed, flat-bed
"sf"—Sheet fed, flat-bed
"sc"—Sheet fed, curved plates
"att"—Prints color by use of attachment

Molding Equipment

"r"—Roller
"dp"—Direct pressure

Stereotype Equipment

"hbp"—Hand box page
"hbdt"—Hand box double truck
"hbfc"—Hand box flat casting
"am"—Automatic
"j"—Junior
"sts"—Standard Autoshaver
"hds"—Heavy-duty Autoshaver
"sp"—Standard Pony
"hdp"—Heavy-duty Pony
"t"—Tubular
"#"—Has Vacuum back

Engraving Equipment

Pc—Photochemical
FSpe—Fairchild "Scan-A-Graver" photoelectric
En—Engravaplate

ALABAMA

ANNISTON STAR; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 930; Widths 32") (Black ink 42,250; Color 500) (Presses 3-D-wdt. Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 10-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp-t#, 1-G-hbfc)

BIRMINGHAM POST-HERALD; NEWS; Type pg. 14¾" × 22¾"; Cols. 8 (Nwsprt. 32,137; Widths 60", 45", 30") (Black Ink 1,068,300; Color 54,300) (Presses 18-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 36-L, 2-Lu; Casters 3-El, 1-M; Feeders 42-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; 1-LE-dp; Scorch'g 1-Al, 1-If) (Casting 1-W-hbfc-jr) (Tyers 3-SP)

DECATUR DAILY; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 484; Widths 31") (Black ink 19,500; Color 500) (Presses 1-D-wut; Controls 1-CH-ac; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe, En) (Stereo-Mould'g Duplex; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-#)

DOTHAN EAGLE; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 984; Widths 30") (Black ink 33,382) (Presses 6-G-wus; Controls 1-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-W-hdp#) (Tyers 2-Gr)

FLORENCE TIMES; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 973; Widths 31½", 15½") (Black ink 42,000 Color 500) (Presses 6-G-wus; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 8-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 9-L-2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-FOS, 1-StH; Casting 1-EK-hbp, 1-W-hdp#) (Tyers 1-BST)

GADSEN TIMES; Type pg. 14¾" × 22½"; Cols. 8 (Nwsprt. 1,020) (Black Ink 32,200) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 9-L, 2-Lu; TTS 2; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha, 1-Sd, 1-StH; Casting EK-hbfc, W-sp#) (Tyers 2-Gr)

HUNTSVILLE TIMES; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 1,017.37; Widths 30", 15") (Black ink 29,477, Color 1,144) (Presses 6-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 11-L, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-Si, 1-StH; Casting 1-W-hdp#, 1-G-hbfc) (Tyers 1-Wt)

MOBILE PRESS-REGISTER; Type pg. 15 3/16" × 20½"; Cols. 8 (Nwsprt. 10,800; Widths 60", 45", 30", 15") (Black ink 380,000; Color 25,000) (Presses 8-G-wus; Controls 2-GE-dc; Cut off 21½"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 7-I, 15-L, 2-Lu; Casters 3-El, 2-M; Feeders 29-Ma. (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 3-AP, 2-StH; Casting 2-W-hdp#, 1-G-hbfc) (Tyers 1-Wt)

SELMA TIMES-JOURNAL; Type pg. 16 7/12" × 22¼"; Cols. 8 (Nwsprt. 300; Widths 34¼", 17") (Black ink 6,100) (Presses 3-S-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 2-FOS, 1-StH; Casting 1-EK, 1-G-sts, 1-W-jr)

TROY MESSENGER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 58; Widths 35", 52⅝", 70") (Presses 1-G-wf; Cut off 22") (Composing 3-L, 1-Lu) (Casting 1-G-hbfc, 1-EK-jr)

TUSCALOOSA-NORTHPORT NEWS; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 830; Widths 33") (Black ink 29,718) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; TTS Yes; Punchers 4; Casters 1-El, 1-M) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-W-sp)

ALASKA

ANCHORAGE NEWS; Type pg. 15 3/16" × 20.3"; Cols. 8 (Nwsprt. 300; Widths 32") (Black Ink 4,500, Color 200) (Presses 2-H-wus; Color 1-H-wus; Controls local make; Cut off 21½" ROP Colors 2) (Composing 5-L, 1-Lu; Casters 1-EL, 1-Lu; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g, 1-StH; Casting 1-EK-hbfc, 1-H-hbp)

ANCHORAGE TIMES; Type pg. 16 13/16" × 21½"; Cols. 9 (Nwsprt. 840; Widths 34") (Black ink 3,400) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

FAIRBANKS NEWS-MINER; Type pg. 16¾" × 20 9/16"; Cols. 9 (Nwsprt. 311; Widths 17", 34") (Black ink 13,500; Color 500) (Presses 4-G-wds; Controls 1-GE; Cut off 21½"; ROP Colors 3) (Composing 4-L; Casters 1-El; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc) (Tyers 1-Gr)

JUNEAU ALASKA EMPIRE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 87½; Widths 35", 52", 70") (Black ink 5,000) (Presses 1-A, 1-B, 2-CP, 1-D-wf, 1-Kl, 1-Mi; Controls 3-GE-ac; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 2-El; Feeders 6-Ma) (Scorch'g 1-Ha; Casting 2-Ha-hbp-jr) (Stuffing 2-De)

KETCHIKAN NEWS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 63; Widths 70") (Black ink 1,163) (Presses 1-D; Controls 1-CH-ac) (Composing 2-L; Feeders 2-Ke) (Engrav. FSpe) (Casting 1-EK-hbfc)

SITKA SENTINEL; Type pg. 14" × 20"; Cols. 7 (Nwsprt. 6) (Black ink 60) (Presses 1-Me-sf, 1-Mi) (Composing 3-L; TTS; Feeders 1-Ma (Casting 1-Ha-hbfc)

ARIZONA

BISBEE REVIEW; Type pg. 16½" × 21"; Cols. 8 (Widths 17½") (Presses 1-D; Controls 1-GE) (Casting 1-G-hbfc)

DOUGLAS DISPATCH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 864; Widths 35", 52½", 70") (Black ink 2,640) (Presses 1-D-wf; Cut off 21½") (Composing 4-L, 1-Lu; TTS 2; Casters 1-El) (Engrav. FSpe) (Casting 1-G, 1-EK)

FLAGSTAFF SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 155; Widths 70", 52½", 35") (Black ink 2,538) (Presses 1-D-wf; Cut off 22¾") (Composing 4-I, 1-L; TTS 2; Punchers 1; Casters 1-El; Feeders 5-I) (Engrav. FSpe) (Casting 1-EK-hbfc)

MESA TRIBUNE; Type pg. 16" × 21¾"; Cols. 8 (Nwsprt. 130; Widths 33", 16½") (Black ink 6,650; Color 400) (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El; TTS 1; Punchers 1; (Engrav. FSpe) (Stereo-Mould'g 1-G-r: Scorch'g 1-No: Casting 1-EK-am, 1-G-t#, 1-Ha-sts)

PHOENIX REPUBLIC & GAZETTE; Type pg. 14 15/16" × 22"; Cols. 8 (Nwsprt. 19,847; Widths 59", 44¼", 29½") (Black ink 722,060) (Presses 18-S-wus; Controls 3-CW-wus; Cut off 22¾; ROP Colors 3) (Composing 23-I, 7-L, 2-Lu; Casters 1-El, 3-M; Feeders 26-Ma; TTS 4; Punchers 4) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-HM, 3-StH; 1 Al, 1-Sw, 2 Si; Casting 2-H-hbfc, 2-W-hdp; (Stuffing 1-She-5; Tyers 2-SP, 3-Gr)

TEMPE NEWS; Type pg. 15¾ × 21¼"; Cols. 8 (Nwsprt. 100; Widths 33", 49½",66") (Black Ink 2,500) (Presses 1-G-Cot-wf; Controls 1-GE-ac; Cut off 21½") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 3-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-sts)

TUCSON ARIZONA STAR & CITIZEN; Type pg. 17⅛" × 21¾"; Cols. 9 (Nwsprt. 5,600.6; Widths 68", 51", 34") (Black ink 208,000) (Presses 6-G-wus, 1-Kl; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 14-L, 2-Lu; Casters 2-El, 1-M; Feeders 26-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 2-StH, 1-Al; Casting 2-W-sp#)

YUMA SUN; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 330; Widths 33") (Presses 10-D-wut; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 1-Lu; TTS 3; Punchers 2; Casters 1-Un; Feeders 1-Un) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ha, 1-StH. 1-Si; Casting 1-G-t#) (Tyers 1-Gr)

ARKANSAS

BATESVILLE GUARD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 20; Widths 35", 52½", 70") (Black ink 1,000) (Presses 1-G-wf; Controls 1-SD-ac) Cut off 21½"; (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha; Casting 1-EK-hbp)

BLYTHEVILLE COURIER-NEWS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 300; Widths 34", 17") (Black ink 5,500) (Presses 1-D-wdt; Controls 1-U-ac) ROP Colors 1; (Composing 5-L, 1-Lu; TTS 1; Casters 1-El, Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#, 1-Ha-hbp)

CONWAY LOG CABIN DEMOCRAT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 72") (Black ink 1,000) (Presses 1-B, 1-D-wf, 1-Kl, 1-Me; Controls 1-CH, 2-GE, 1-Nw-ac; Cut off 22¾") (Composing 4-L; Casters 1-BN; Feeders 4-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

DE QUEEN CITIZEN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 30; Widths 35", 52½", 70") (Black ink 880) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Casting 1-Ha-hbfc)

EL DORADO NEWS & TIMES; Type pg. 17¾" × 22"; Cols. 9 (Nwsprt. 470; Widths 17¼", 34½") (Black ink 16,158; Color 340) (Presses 1-H-wds; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1 IR, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

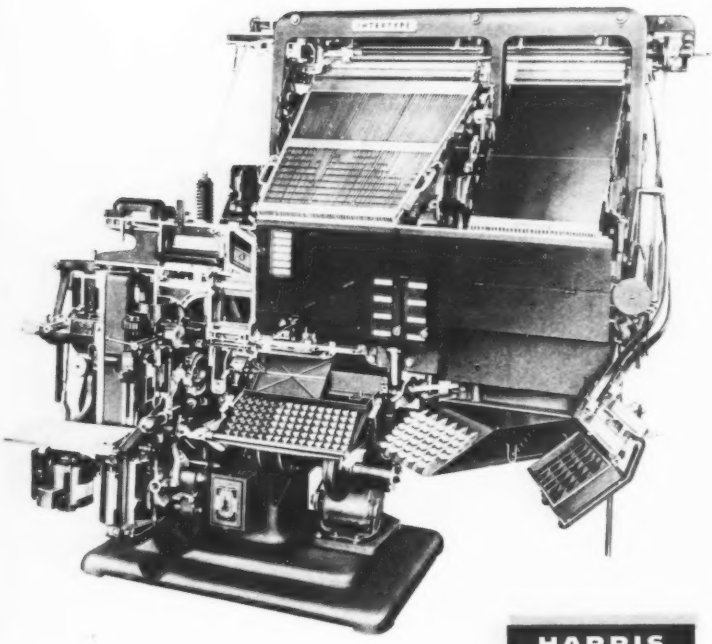
FAYETTEVILLE NORTHWEST ARKANSAS TIMES; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 324; Widths 32") (Black ink 13,860, Color 200) (Presses 4-H-wus; Controls 6-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Si, 1-StH; Casting 1-EK-hbfc, 1-H-hbp-sts)

FORT SMITH SOUTHWEST AMERICAN & TIMES-RECORD; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 2,350; Widths 30") (Black ink 50,750; Color 5,875) (Presses 10-D-wut, 2-G-wut, Color 3-D; Controls

(Continued on Page 253)

Don't gamble... plan for profits

with a new Intertype Mixer



With today's squeeze on profits *don't gamble* with obsolete or inefficient typesetting machines and methods.

If you are setting too much type by hand; if you are "cutting in" mixed composition; if you are changing too many mold liners; if you are setting white space by hand with quad matrices; if you are having too much "down time"; you play a losing game.

Plan now to save by setting complicated mixed composition on a modern Intertype Mixer. Remember, on an Intertype Mixer you can:

1. Set type from 5 point through 60 point Caps.
2. Mix as many as six different faces in a line at keyboard speed with advantage of continuous distribution.
3. Change magazine positions with power instead of push.
4. Eliminate mold liner changes with the six-mold disk and at the same time provide maximum overhang casting.
5. Quad lines and set white space automatically.

It's not too late to plan for a profitable composing room operation with *new* Intertype Mixers.

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 251)
2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-L, 1-Lu; TTS 5; Punchers 5; Casters 2-El, 1-M; Feeders 17-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-StH-sts, 1-D-t, 1-Ha-hbfc) (Tyers 2-Cr)

HARRISON TIMES; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 40; Widths 35", 54", 70") (Black ink 300) (Presses 1-CD-wf; Cut off 21½") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-BN) (Engrav. FSpe) (Casting 1-Ha-hbp)

HELENA WORLD; Presses 1-D; Cut off 22½" (Composing 4-L; TTS; Casters 1-BN; Casting 1-Ha-hbp)

HOPE STAR; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 68; Widths 70", 52½", 35") (Black ink 2,400) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Casters 1-El; Feeders 3-Ke, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

HOT SPRINGS SENTINEL RECORD & NEW ERA; Type pg. 17.51" × 20¼"; Cols. 9 (Nwsprt. 700, Widths 34½") (Black ink 21,840; Color 100) (Presses 3-H-wus-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 4) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-H-hbp) (1-Wrapper)

LITTLE ROCK ARKANSAS DEMOCRAT; Type pg. 15 1/18" × 22"; Cols. 8 (Nwsprt. 6,400; Widths 60") (Black ink 218,000; Color 17,500) (Presses 7-G-wus, Color 1-G-wds; Controls 1-CW, 1-GE-ac; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 22-L, 1-M; Casters 1-El, 1-M; Feeders 1-L, 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 1-G-hbfc, 2-W-hdp#)

LITTLE ROCK ARKANSAS GAZETTE; Type pg. 14 61/64" × 21 57/64"; Cols. 8 (Nwsprt. 8,284; Widths 15", 30," 45," 60") (Black Ink 332,003; Color 11,000) (Presses 6-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 22-L, 2-Lu; Casters 1-El, 3-M; Feeders 28-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-IR (1-AP, 1-Sd, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 1-SP)

MAGNOLIA BANNER-NEWS; Type pg. 16¾ × 21"; Cols. 8 (Nwsprt. 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Casting 1-EK-hbfc, 1-We-sts)

MALVERN RECORD; Type pg. 16 7/12" × 20¾"; Cols. 8 (Nwsprt. 70; Widths 17", 35", 52½", 70"; Black Ink 1,745) (Presses 1-D) (Composing 3-L; Casters 1-El) (Engrav. Tasope) (Castings 1-EK-hbp)

MENA STAR; Type pg. 16½ × 20½"; Cols. 8 (Nwsprt. 30, Widths 35", 52½", 70") (Presses 1-G-wf; Cut off 22") (Composing 3-L; Casters 1-Un; Feeders 3-Ma) (Casting 1-Ha-hbfc)

PARAGOULD BIG PICTURE; 14" × 21"; Cols. 7 (Nwsprt. Widths 22" × 30") (Black Ink 1,600; Color 40) (Presses A Big Chief (offset); Controls CH-ac; WE-ac; ROP Colors 1) (Engrav. pc) (Levey Camera & Photomechan. Eqpt.) (Composing 2 IBM cold type, headliner photo setter) (Elliot Address.)

PINE BLUFF COMMERCIAL; Type pg. 15 2/3" × 21"; Cols. 8 (Nwsprt. Widths 32) (Presses 4-D-wut, 4-H-wus; Cut off 22¾") (Composing 8-L, 2-Lu; TTS 4; Punchers 4, Casters 1-El; Feeders 4-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-StH; Casting 1-D-t#, 2-W-jr) (Tyers 1-Wt)

SPRINGDALE NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. Widths 72", 52", 35") (Presses G-wf; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-BN; Feeders BN, Ma) (Engrav. pc) (Casting EK-hbp)

TEXARKANA GAZETTE & NEWS; Type pg. 17¾" × 21¾"; Cols. 9 (Nwsprt. 1,428; Widths 34½") (Black ink 52,000; Color 1,000) (Presses 1-D-wdt; Controls 1-GE-ac; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 4; Punchers 4; Feeders 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, Scorch'g 1-Ir, 1-Ha, 1-StH; Casting 1-Ha-hbfc, 1-D-t#) (Tyers 1-Bu)

WEST MEMPHIS TIMES; Type pg. 16" × 21"; Cols. 8 (Widths 56", 72") (Presses 1-G-wus) (Composing 3-T; Casters 1-BN) (Casting 1-WNU-hbp)

CALIFORNIA

ALAMEDA TIMES-STAR; Type pg. 15½" × 21½"; Cols. 8 (Newsprt. 470; Widths 31½", 15¾") (Black Ink 20,000; Color 1,000) (Presses 4-D-wdt; Controls CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 2-Lu; Casters 1-El; Feeders 5-I; 1-Lw, 4-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-No-hbfc, 1-Ha-rad. rout., 2-Ha-gl. saw)

ALHAMBRA POST-ADVOCATE; Type pg. 15 9/16" × 21⅞"; Cols. 8 (Widths 16" 32", 48", 64") (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 7-L, TTS 3; Punchers 3; Casters 1-El; Feeders 3-I, 6-Lw, 1-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 1-Sm, 1-StH; Casting 1-W-hdp#)

ANAHEIM BULLETIN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 400, Widths 33", 16½") (Black ink 20,000; Color 110) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Pre-Reg. 1-StH) (Composing 8-L; 1-Lu; TTS 3; Punchers 2; Feeders 2-Ke, 2-Lw, 2-Ma, 1-Sr, 1- To) Engrav. FSpe) (Stereo-Mould'g 1-D-r-dp; Scorch'g 1-Ir, 1-No; 1-StH; Casting 1-D-t#, 1-No-hbfc)

ANTIOCH LEDGER; Presses 1-D-wf; Cut off 22¾" (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

BAKERSFIELD CALIFORNIAN; Type pg. 15¾" × 21½"; Cols. 8 (Newsprt. 3,512.57; Widths 62½", 46¾", 31¼") (Black ink 128,357; Color 312) (Presses 4-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 16-L, 2-Lu; Casters 1-El, 2-M) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 3-StH, 1-Sm; Casting 1-W-hdp#, 1-G-hbfc)

BANNING-BEAUMONT RECORD-GAZETTE; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt 294; Widths 68") (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 1-L, 1-Lu; TTS-1; Punchers 1; Casters 1-El; Feeders 2-Lw, 1-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

BERKELEY GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 2,200; Widths 64", 48", 32", 16") (Black Ink 100,000; Color 5,000) (Presses 3-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 8-L, 2-Lu; Casters 1-El, 1-M; Feeders 4-Lw, 8-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-If, 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-W-hdp#) (Tyers 2-Gr)

BEVERLY HILLS CITIZEN; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt 996; Widths 32") (Presses 4-G-wds; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 1-L; Casters 1-El; Feeders 7-Lw) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-sp)

BRAWLEY NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 79; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-Lw, 2-Ma, 1-L) (Casting 1-Sw-hbp)

CHICO ENTERPRISE-RECORD; Type pg. 15 11/16" × 21⅝"; Cols. 8 (Nwsprt. 500; Widths 32½", 16¾") (Black Ink 15,162; Color 294) (Presses 1-G-wdt; Controls 1-CE-ac; ROP Colors 3) (Composing 4-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 2-I, 4-Lw, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

COLTON COURIER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 131; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Feeders 4-Lw) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-am, 1-Mo-hds)

CONCORD TRANSCRIPT Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 290; Widths 32", 48", 64") (Black ink 1,000) (Presses 2-H-wus; 1-Kl; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-H-hbp)

CORNING OBSERVER; Type pg. 14¾" × 20"; Cols. 8 (Nwsprt. 12; Widths 32", 44") (Black ink 600) (Presses 1-B-sf) (Composing 1-I, 1-L) (Casting 1-Ha-hbfc)

CORONA INDEPENDENT; Type pg. 16½" × 21" Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black ink 4,000) (Presses 1-B-sf, 2-CP, 1-Me, 1-G-Cot; Controls CE-ac; Cut off 22½") (Composing 4-I, 1-Lu; Casters 1-Un; Feeders 4-I, 1-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting Ha-hbp-hbfc)

CULVER CITY STAR-NEWS; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 890.8; Widths 16", 32") (Black ink 35,000; Color 330) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-I, 4-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sh, 1-MTO, 1-Sh, 1-Sm; Casting 1-G-hbfc)

EL CENTRO POST & PRESS; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 308; Widths 31") (Black ink 11,480; Color 480) (Presses 1-G-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 5-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-MTO; Casting 1-G-t, 1-Ha-hbfc) (Stuffing 1-Elliot)

ESCONDIDO TIMES-ADVOCATE; Type pg. 16½" × 21¾"; Cols 8 (Nwsprt. 174; Widths 33", 16½") (Black ink 490) (Presses 2-CD-Cot, D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Ma; Casters 1-El; Feeders 4-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting D-t#, Ha-hbp)

EUREKA HUMBOLDT TIMES-STANDARD; Type pg. 16" × 21"; Cols. 8 (Presses 1-H-wds) (Composing 4-I, 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Al, 2-Sm, 1-StH; Casting 1-Ha-hbp, 1-H-hbp) (Tyers 1-Gr)

FONTANA HERALD-NEWS; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. Widths 32½", 48¾", 65") (Presses 1-D-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 1-L, 2-Lw, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Si; Casting 1-Sw-hbp)

FRESNO BEE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 10,642; Widths 60", 45", 15") (Black ink 346,848; Color 23,738) (Presses 9-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Photo Elec. 1-EE) (Composing 18-I, 2-L, 2-Lu; Casters 2-El; Feeders 24-Lw) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-Ir, 2-StH; Casting 1-H-hbfc, 2-W-hdp#) (Tyers 1-In, 1-Gr)

FULLERTON NEWS-TRIBUNE; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 461; Widths 30", 45", 60") (Black ink 15,908; Color 275) (Presses 4-H-wds; Controls 1-CW-ac; Cut off 22¾" ROP Colors 1) (Composing 6-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 7-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si; Casting 1-G-hbfc, 1-H-hbp)

GARDEN GROVE NEWS; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 800; Widths 30") (Black ink 28,600; Color 426) (Presses 4-G-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 6-I, 1-L, 1-Lu; TTS 3; Casters 1-El; Feeders 8-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-W-sp, 1-EK-hbp)

GILROY DISPATCH; Type pg. 15½" × 20½"; Cols. 8 (Nwsprt. 57; Widths 66", 49½", 33") (Presses 1-G-wus; Cut off 21½") (Composing 3-L; Casters 1-BN; Feeders 3-I) (Casting 1-EK-hbfc)

GLENDALE NEWS-PRESS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 856; Widths 32", 48", 64") (Black ink 36,317; Color 2,114) (Presses 4-G-wus; Controls 1-CW-ac-dc; Cut off 22¾"; ROP Colors 1) (Composing 14-L, 2-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 16-Lw, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g, 1-ER, 1-Sh, 1-Si, 1-StH; Casting 1-W-hdp, 1-H-hbfc)

GRASS VALLEY NEVADA CITY UNION; Type pg. 11½" × 21"; Cols. 8 (Nwsprt. 90; Widths 52½", 70") (Black ink 2,640) (Presses 1-D-wf; Cut off 22¾") (Composing 5-L; TTS 1; Casters 1-El; Feeders 4-Ke, 1-Ma) (Casting 1-Ha-hbp)

HANFORD SENTINEL; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 267; Widths 32", 16") (Black ink 8,347; Color 295) (Presses 5-G-wdt; Controls 9-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 3-Jo, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-EK-hbfc)

HAYWARD REVIEW; Type pg. 15½" × 20½"; Cols. 8 (Presses 1½-G-wds, 4-S-wus; Controls 1-GE-ac; Cut off 21½; ROP Colors 1) (Pre-Reg. 1-StH) (Composing 9-I, 2-Lu; Casters 1-El; TTS 3; Punchers 3) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-AP, 1-StH; Casting 1-G-hbp-hbdt-hbfc, 1-w-hdp) (Tyers 2-Wt)

HOLLISTER FREE LANCE; Type pg. 15 11/12" × 20½"; Cols. 8 (Nwsprt. 41; Widths 66", 49", 33") (Black ink 1,500) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 1-I, 1-L, 1-Lw) (Engrav. pc) (Scorch'g 1-HM; Casting 1-Ha-hbfc)

HOLLYWOOD CITIZEN-NEWS; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 6,927; Widths 62") (Black ink 291,633, Color 3,450) (Presses 7-G-wus, 4-S-wus; Controls 2-CW-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 15-I, 7-L, 2-Lu; TTS 1; Punchers 1; Casters 2-El, 1-M; Feeders 4-Lw, 20-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-Sh, 1-Al, 1-StH; Casting 1-W-sp-hbp#, 1-G-hbfc, 1-Sw-hbfc) (Tyers 2-Sa)

HUNTINGTON PARK SIGNAL; Type pg. 14¾; × 21¾"; Cols. 8 (Widths 60") (Presses 6-H-wus; Controls 2-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 2-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-W-sp#) (Tyers 1-Gr)

INGLEWOOD NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 1,100; Widths 32", 48", 64") (Black ink 42,000; Color 200) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 2-Lu; Casters 1-El; Feeders 3-I, 4-L, 3-Lw) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH; Casting 1-H-hbfc, 1-W-sp)

LANCASTER VALLEY LEDGER-GAZETTE; Type pg. 16¾" × 21¾"; Cols. 8 (Nwsprt. 190; Widths 33") (Black ink 7,200) (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

LODI NEWS-SENTINEL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 300½; Widths 44", 22") (Black ink 14,350; Color 167) (Presses 1-S-wds, Color S; Controls 1-AB-ac, 1-GE-ac; ROP Colors 1) (Composing 5-L, 2-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-No; Casting 1-Ek-hbfc, 1-S-hbp)

LONG BEACH INDEPENDENT & PRESS-TELEGRAM; Type pg. 14¾" × 22 1/16"; Cols. 8 (Nwsprt. 18,000; Widths 58½") (Black ink 595,000; Color 32,000) (Presses 10-G-wus; Controls 12-CW-ac; ROP Colors 4) (Composing 27-I, 2-Lu; Casters 3-El; Feeders 13-I, 19-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 3-StH; Casting 2-H-hbfc; 2-W-hdp) (Tyers 2-SP)

LOS ANGELES EXAMINER AND HERALD & EXPRESS; Type pg. 14¾" × 20½"; Cols. 8 (Nwsprt. 58½") (Presses 8-G-wus, 32-H-wus; Controls 8-CW-ac; Cut off 21½"; ROP Colors 3) (Composing 39-I, 39-L, 5-Lu; Casters 4-El, 2-M; Feeders 2-I, 1-Jo, 51-Lw, 15-Ma, 18-Sr, 2-To) (Engrav. pc) (Stereo-Mould'g 2-H-r, 1-LE-dp; Scorch'g 2-Al, 4-StH; Casting 4-W-am-sp) (Tyers 8-SP)

LOS ANGELES TIMES AND MIRROR-NEWS; Type pg. 14 25/32" × 22¼"; Cols. 8 (Nwsprt. 132, 182; Widths 58½") (Black ink 454,933; Color 261,990) (Presses 80-H-wus, Color 14-H-wus; Controls 1-Ce-dc, 1-CW-ac, 1-GE-dc; Cut off 23 9/16"; Color 21½"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 31-I, 43-Lg, 3-Lu, 2-T; TTS 2; Punchers 2; Casters 4-El, 2-M) (Engrav. pc) (Stereo-Mould'g. 2-H-r, 1-LE-dp; Scorch'g 1-FOS, 1-Ir, 10-StH; Casting 1-H-hbp, 6-W-am-hds, 1-W-jr-hdp#) (Stuffing 2-She-5; Tyers 13-SP)

LOS GATOS TIMES-OBSERVER; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 216; Widths 66", 49½", 33") (Presses 1-D-wus; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu, 1-M; Casters 1-El; Feeders 4-Ma) (Casting 1-EK-hbfc)

MADERA NEWS-TRIBUNE; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 99; Widths 31½", 47¾", 63") (Black ink 3,150) (Presses 1-G-wf) (Composing 4-L, 1-Lu) (Engrav. FSpe) (Casting 1-EK-hbfc)

MARTINEZ CONTRA COSTA GAZETTE; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 258; Widths 33½", 16¾") (Black ink 10,440) (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 4-C, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-HM; Casting 1-D-hbp, 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

MARYSVILLE-YUBA CITY APPEAL DEMOCRAT; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 540; Widths 63", 47¾", 31½") (Black ink 19,000; Color 100) (Presses 1-H-wds; Controls GE; Cut off 22¾") (Composing 1-I, 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-L, 6-LW) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting G-hbp, W-sp#)

MODESTO BEE; Type pg. 15 3/16" × 21¾"; Cols. 8(Nwsprt. 1,932; Widths 30", 45", 60") (Black ink 59,105; Color 790) (Presses 6-S-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 5-L, 2-Lu; Casters 2-El; Feeders 6-I, 9-Lw, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM, 2-StH, 1-FOS; Casting 1-G-hbp, 1-W-hdp#) (Tyers 1-Gr)

MONTEREY PENINSULA HERALD; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 933; Widths 31¼", 15¾") (Black ink 51,600; Color 1,500) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 8-L, 1-Lu; Casters 1-El; Feeders 2-I, 4-Lw, 4-Ma, 2-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-EK-hbfc-t#)

MOUNTAIN VIEW REGISTER LEADER; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 363; Widths 62", 46½", 31") (Black ink 74,800; Color 2,000) (Presses 3-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-I, 1-L, 1-Lu; Casters 1-El; Feeders 7-L) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 4-H-hbp) (Tyers 1-Wt) (Note: Nwsprt. and ink figures include Sunnyvale Standard)

NAPA REGISTER; Type pg. 16¾" × 21 5/16"; Cols. 8 (Nwsprt. 500; Widths 32½") (Black ink 12,000; Color 310) (Presses 1-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 5-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Sm; Casting 1-G-hds#, 1-Ha-hbfc, 1-Sw-hds)

SAN FERNANDO VALLEY TIMES; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 3,098.9; Widths 59", 44¾", 29¾") (Black ink 95.597; Color 2,019) (Presses 7-H-wus; Controls 2-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 9-L, 2-Lu; TTS 2; Casters 1-El; Feeders 19-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ir, 1-FOS, 1-StH; Casting 1-StH-hbfc, 1-W-hdp)

NORTH HOLLYWOOD—See San Fernando Valley Times.

OAKLAND TRIBUNE; Type pg. 13 9/16" × 21¾"; Cols. 8 (Nwsprt. 33,665; Widths 60", 45", 30") (Black ink 1,389,379; Color 83,968) (Presses 16-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 40-L, 2-Lu, 1-M; Casters 3-El; Feeders 1-Jo, 22-Ke, 19-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-G, 1-H-r; Scorch'g 2-If, 3-StH; Casting 2-H-hbfc, 3-W-jr#, 2-W-hds#) (Stuffing 1-She-8; Tyers 2-SP)

OCEANSIDE BLADE-TRIBUNE; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 150; Widths 32") (Black ink 7,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Lu; TTS 2; Punchers 1; Casters 1-BN; Feeders 1-BN, 5-I, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbfc)

ONTARIO-UPLAND REPORT; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 1,030; Widths 32", 16") (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; TTS 3; Casters 1-El; Feeders 2-Ba, 4-Ke, 2-Lw, 1-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-EK-hbp, 1-Ha-sts) (Tyers 1-Wt)

ORANGE NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 195; Widths 34", 17") (Black ink 700) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 2-L, 1-Lu; TTS 2; Punchers 2; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-EK-hbp)

OROVILLE MERCURY-REGISTER; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 144½; Widths 31½", 17¾") (Black Ink 4,265; Color 120) (Presses 6-D-wut; 1-A-sf, 1-CP-sf, 1-Kl-sf, 1-Wb-sf; Controls 1-Wg-ac)

(Continued on Page 254)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 253)

(Composing 6-L, 1-Lu, 1-M; Casters 1-El, 1-M) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-Ha-hbp) (Tyers 2-Sa)

OXNARD PRESS-COURIER; Type pg. 16¼" × 21⅛"; Cols. 8 (Nwsprt. 480; Widths 33") (Presses 1-G-wds; Cut off 22⅜"; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-H; Casting 1-EK-hbfc, 1-H-hbp)

PALM SPRINGS DESERT SUN; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 165; Widths 32") (Presses 4-D-wut; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 2-Lap; TTS 1; Casters 1-Lu, 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-hbp-t, Ha-hbfc)

PALO ALTO TIMES; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 1,814; Widths 62", 46½", 31", 15½") (Black ink 65,347, Color 770) (Presses 3-G-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 11-I, 1-Lu; Casters 1-El; Feeders 12-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-G-hdp#, 1-Ha-hbp, 1-StH-hds) (Tyers 1-Sa)

PASADENA INDEPENDENT & STAR-NEWS; Type pg. 14⅛" × 22"; Cols. 8 (Nwsprt. 6,629; Widths 58½", 43⅞", 29¼", 14⅝") (Black ink 205,217) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22⅜"; ROP Colors 3) (Composing 19-I, 3-L; Casters 1-El, 2-M; Feeders 13-I, 9-Lw, 3-Ma, 2-star) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 3-Sm; 2-StH; Casting 1-G-hbfc, 1-W-hdp#, 1-W-sp) (Tyers-3-Gr)

PASO ROBLES PRESS; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 60; Widths 66", 49½", 33") (Black Ink 2,400) (Presses 1-G-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; Casters 1-El; Feeders 2-I, 1-Ke, 1-Sr) (Engrav. FSpe) (Casting 1-G-hbfc)

PETALUMA ARGUS-COURIER; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 180; Widths 66", 33", 49½") (Black ink 1,300) (Presses 1-CP, 1-G-wf; Controls 1-AB-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 3-Ke, 3-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

PITTSBURG POST-DISPATCH; Type pg. 14.96" × 21½"; Cols. 8 (Nwsprt. 202; Widths 64", 48", 32") (Black ink 4,400) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22½) (Composing 5-I, 1-Lu; Casters 1-El; Feeders 2-C, 4-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha; Casting 1-Ha-hbfc#) (Tyers 1-Gr)

POMONA PROGRESS-BULLETIN; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 2,033; Widths 61", 45⅜", 30½", 15¼") (Black ink 57,244; Color 1,594) (Presses 6-G-wus; Controls 2-GE-dc, Cut off 22¾"; ROP Colors 1) (Composing 8-I, 6-L, 2-Lu; Casters 1-El; Feeders 14-I, 3-Jo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-StH; Casting 1-EK-hbfc, 1-G-hdp#)

PORTERVILLE RECORDER; Type pg. 21"; Cols. 8 (Nwsprt. 100) (Presses 2-CP, 1-D, 1-Kl, 1-Me) (Composing 4-I, 1-L, 1-Lu) (Casting 1-Ha-hbfc)

REDDING RECORD SEARCHLIGHT; Type pg. 15⅝" × 20½"; Cols. 8 (Nwsprt. 455; Widths 16", 32", 48") (Black ink 17,804; Color 120) (Presses 1-G-wds; Cut off 21½"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 4-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH, 1-Sh; Casting 1-G-hbp, 1-EK-hbp, 1-SL-hbfc, 1-sp)

REDLANDS FACTS; Type pg. 15.659" × 22"; Cols. 8 (Nwsprt. 175; Widths 62", 46½", 31") (Presses 2-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu; Punchers 1; Casters 1-Un) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-EK-hbp, 1-W-sp#)

REDONDO BEACH BREEZE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 112,428; Widths 32", 48", 64") (Black Ink 442,748; Color 2,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 7-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 5-Lw, 1-Ma, 1-Sr, 3-To) (Engrav. FSpe) (Stereo-Mould'g 1-Sr; Scorch'g 1-Si, 2-StH; Casting 1-G-hbfc, 1-H-hbp)

REDWOOD CITY TRIBUNE; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 977; Widths 15½", 31") (Black ink 31,402; Color 1,980) (Presses 6-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 7-L, 1-Lu; Casters 1-El; Feeders 3-I, 1-Lw, 6-La, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Si, 1-StH; Casting 1-G-t#, 1-H-hbfc) (Tyers 2-Gr)

RICHMOND INDEPENDENT; Type pg. 16⅞" × 22½"; Cols. 9 (Nwsprt. 2,350; Widths 67", 50¼", 33½") (Black ink 101,000; Color 2,590) (Presses 5-G-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 10-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Gr)

RIVERSIDE PRESS & ENTERPRISE; Type pg. 14½" × 21½"; Cols. 8 (Nwsprt. 3,455; Widths 15", 30", 45", 60") (Black ink 17,000) (Presses 6-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 13-L, 2-Lu; TTS 5; Punchers 8; Casters 2-El; Feeders 6-Lw, 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-H-hbfc, 1-W-sp -hdp#) (Tyers 1-Cr)

ROSEVILLE PRESS-TRIBUNE; Type pg. 15⅛" × 21"; Cols. 8 (Nwsprt. 100; Widths 32", 16") (Black ink 1,800) (Presses 2-CP-sf, 1-CD-wf, 1-Ky-sf; Cut off 22¾") (Composing 1-I, 2-L; Casters 1-El; Feeders 1-Ma, 1-Ke, 1-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-McF-dp; Casting 1-Ha-hbfc)

SACRAMENTO BEE; Type pg. 15 3/16" × 21 15/16"; Cols. 8 (Nwsprt. 15,744; Widths 60", 45", 30") (Black ink 517,026; Color 20,535) (Presses 14-S-wus; Controls 4-GE-ac, 7-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 23-I; Casters 2-El; Feeders 18-I, 6-Lw, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-LE-dr, 1-S-r; Scorch'g 1-ER, 1-Si, 3-StH; Casting 2-W-hdp#) (Tyers 2-SP)

SACRAMENTO UNION; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 2,574; Widths 15½", 31") (Black ink 76,000; Color 3,000) (Presses 6-G-wus) (Composing 9-I, 1-Lu) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-G-hbdt#)

SALINAS CALIFORNIAN; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 808.3; Widths 15½", 31") (Black ink 20,000; Color 800) (Presses 8-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 2-L, 1-Lu; Casters 2-El; Feeders 3-Ma, 7-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-G-hbp, 1-G-hbfc) (Tyers 3-Gr)

SAN BERNARDINO SUN & TELEGRAM; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 5,707; Widths 60", 45", 30". 15") (Black ink 218,500; Color 12,320) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Pre Reg. 2-G) (Composing 14-I; TTS 5; Punchers 8; Casters 2-M; Feeders 11-Lw, 6-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-HM, 1-Si, 2-StH; Casting 2-Ha-hbfc, 2-W-hdp#) (Tyers Cr)

SAN DIEGO UNION & TRIBUNE; Type pg. 14 29/32" × 22⅛"; Cols. 8 (Nwsprt. Widths 60") (Presses 12-G-wus, 5-H-wus; Controls 3-CW-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg 2-StH, 1-W) (Composing 14-I, 12-L, 3-Lu; TTS 10; Punchers 10; Photo-composers 2-I, 1-L; Casters 2-El, 1-M; Feeders 10-I, 17-Lw, 1-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 1-Sm, 3-StH; Casting 1-G-hbfc, 3-W-hdp#) (Tyers 2-Wal)

SAN FRANCISCO CALL-BULLETIN; Type pg. 15 3/16" × 20½"; Cols. 8 (Nwsprt. 9,000; Widths 60", 45", 30") (Presses 5-G-wds, 12-H-wus; Controls 1-CW-dc, 1-CH-dc; Cut off 21½"; ROP Colors 3) (Composing 10-I, 22-L, 2-Lu; Casters 3-El; Feeders 14-C, 16-I, 1-Lw, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-H, 3-StH; Casting 1-EK-hbfc, 1-Ha-hbfc, 1-H-hbdt, 1-StH-hbfc, 2-W-jr#, 1-W-sts#, 1-W-hds#) (Tyers 2-SP)

SAN FRANCISCO EXAMINER; Type pg. 15 3/16" × 20⅝"; Cols. 8 (Nwsprt. widths 60", 60⅝") (Black ink 1,950,677; Color 113,118) (Presses 12-H-wds; 29-S-wus; Controls 2-CH-ac, 3-CH-dc, 1-Mr-dc, 1-Intl. Term-dc; Cut off 21½"; ROP Colors 3) (Composing 29-I, 35-L, 4-Lu; Casters 1-El, 5-M; Feeders 12-I, 42-Lw, 18-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 1-Al, 6-Au, 1-HM, 3-If; Casting 1-H-hbfc, 3-W-am-hds, 1-jr, 1-G-hbfc) (Stuffing 3-She-24; Tyers 5-SP)

SAN FRANCISCO NEWS; Type pg. 15¼" × 23"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 12-G-wus; Controls 3-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 4-I, 25-L, 2-Lu; Casters 2-El, 2-M, Feeders 35-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-HM, 2-Ir, 3-StH; Casting 1-G-hdbt, 1-G-hbfc, 2-W-jr, 1-W-hds)

SAN FRANCISCO WALL STREET JOURNAL; Type pg. 16⅛" × 21 11/16"; Cols. 6 (Nwsprt. 2,427; Widths 33", 49½" and 66") (Black ink 57,473) (Presses 4-H-wus; Controls 3-GE; Cut off 22¾") (Composing 14-I, 1-Lu; Casters 1-El; Feeders 14-I, 2-Sr) (Stereo-Mould'g 1-G-r, 1-D-r; Scorch'g 1-Ha, 2-StH; Casting 1-W-hdp#-sp#, 2-EK-hbfc)

SAN JOSE MERCURY & NEWS; Type pg. 15¼" × 22¼"; Cols. 8 (Nwsprt. 10,889; Widths 60", 45", 30") (Black ink 441,784; Color 21,732) (Presses 10-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 26-L, 2-Lu; Casters 3-El, 1-M; Feeders 7-Lw, 25-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-MTO, 2-Sm, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 2-SP)

SAN LEANDRO NEWS; Type pg. 15½" × 20"; Cols. 8 (Nwsprt. 745; Widths 15½", 31", 46½", 62") (Black ink 19,842; Color 265) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 21½"; ROP Colors 2) (Composing 1-I, 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 1-Ke, 1-Lw, 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Ir, 1-StH; Casting 1-H-hbp, 1-W-sp#, 1-StH)

SAN LUIS OBISPO TELEGRAM-TRIBUNE; Type pg. 15⅞" × 20½"; Cols. 8 (Nwsprt. 357; Widths 16", 32") (Black ink 13,029; Color 72) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 2) (Composing 3-I, 2-L, 1-Lu; Casters 1-El; Feeders 2-I, 2-Lw, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-MTO, 1-Si, 1-StH; Casting 1-H-hbp, 1-Sw-hbfc) (Tyers 1-Gr)

SAN MATEO TIMES; Type pg. 15⅞" × 21½"; Cols. 8 (Nwsprt. 2,334.68; Widths 32") (Presses 6-G-wus; Controls 1-GE-ac; Cut off 22½"; ROP Colors 3) (Composing 12-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-Ke, 1-Lw, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-G-hbp) (Tyers 1-Gr)

SAN PEDRO NEWS-PILOT; Type pg. 16 3/16" × 20"; Cols. 8 (Nwsprt. 455; Widths 32", 48", 64") (Black ink 19,200; Color 365) (Presses 2½-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 4-L, 1-Lu; TTS 1; Casters 1-M; Feeders 8-Lw) (Stereo-Mould'g 1-G-r; Scorch'g 2-Si, 1-StH; Casting 1-W-sp)

SAN RAFAEL INDEPENDENT-JOURNAL; Type pg. 15⅛" × 21¼"; Cols. 8 (Nwsprt. 1,500; Widths 32") (Black ink 45,000; Color 1,500) (Presses 6-G-wus; Color 2-G; Controls 1-Re-dc; Cut off 22¾", ROP Colors 2) (Composing 10-L, 1-Lu; Casters 1-El; Feeders 3-Ke, 7-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH, 1-WNU; Casting 1-G-hbp, 2-Ha-hbfc)

SANTA ANA REGISTER; Type pg. 15 11/16" × 22"; Cols. 8 (Nwsprt. 4,550; Widths 63") (Black ink 137,500; Color 3,020) (Presses 9-S-wus; Controls 2-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 13-I, 1-L, 2-Lu; TTS 6; Punchers 6; Casters 2-El; Feeders 13-I, 3-Lw, 2-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-AP, 1-Sh, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 1-In)

SANTA BARBARA NEWS-PRESS; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 2,000; Widths 30½", 45¾", 61") (Black ink 63,000; Color 3,700) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-I, 8-L, 1-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 7-I, 11-Lw) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 2-StH; Casting 1-G-hbp-hbfc-hdp#) (Tyers 1-Gr)

SANTA CRUZ SENTINEL; Type pg. 15¾" × 21⅝"; Cols. 8 (Nwsprt. 580; Widths 31½", 15¾") (Black ink 18,090; Color 193) (Presses 5-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El; Feeders 7-Ma, 2-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-EK-hbfc)

SANTA MARIA TIMES; Type pg. 15¾" × 21 5/16"; Cols. 8 (Nwsprt. 160; Widths 32", 16") (Black ink 8,500; Color 150) (Presses 2-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 4) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 3-Jo, 2-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-A-hbp, 1-G-t)

SANTA MONICA OUTLOOK; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 1,500; Widths 59") (Black ink 56,000; Color 800) (Presses 5-G-wus, Color G; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 9-L, 2-Lu; TTS 3; Punchers 5; Feeders 5-I, 9-L, 2-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-Sh, 2-StH; Casting 1-W-sp#) (Tyers 1-Sa)

SANTA PAULA CHRONICLE; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 55; Widths 70", 52½", 35") (Black ink 3,000) (Presses 1-G-wf) (Composing 3-L, 1-Lu; Casters 1-El) (Scorch'g 1-Si; Casting 1-Ha-hbp) (Stuffing 1-De)

SANTA ROSA PRESS DEMOCRAT; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 1,981; Widths 61") (Black ink 50,938; Color 2,326) (Presses 4-S-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 10-L, 1-Lu; TTS 3; Punchers 1; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-MTO, 2-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Gr)

SONORA, THE UNION DEMOCRAT; Type pg. 16½" × 21". Tabloid.

STOCKTON RECORD; Type pg. 16 3/16" × 21 13/16"; Cols. 8 (Nwsprt. 4,835; Widths 65", 48¾", 32½") (Black ink 165,096; Color 2,346) (Presses 7-G-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 21-I, 2-Lu; Casters 3-El, 1-M; Feeders 4-I, 2-Jo, 19-Lw, 1-Sr) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 3-StH, 1-Al, Casting 2-G-am) (Tyers 4-Gr)

SUNNYVALE STANDARD; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 363; Widths 62", 46½", 31", 15½") (Black ink 74,800; Color 2,000) (Presses 3-G-wds; Controls 1-CE-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-I, 1-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Wt) (Note: includes Mt. View Register-Leader)

TAFT MIDWAY DRILLER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 62; Widths 52½", 70") (Black ink 2,180) (Presses 2-CP, 1-D-wf) (Composing 3-L, 1-Lu) (Casting 1-Ha-hbp)

TULARE ADVANCE-REGISTER; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 126; Widths 32¾", 49½", 65½") (Black ink 1,112) (Presses 1-G-wf; Cut off 21½") (Composing 1-I, 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-HM, Casting 1-G-hbp) (Tyers 1-Gr)

TURLOCK JOURNAL; Type pg. 16¾" × 22¾"; Cols. 8 (Nwsprt. 180; Widths 33½") (Presses 1-Tubular; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 1-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-StH; Casting 1-EK-hbfc)

UKIAH DAILY JOURNAL; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black ink 1,800) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 3-I, 1-L; TTS 1; Punchers 1; Feeders 3-I, 1-Ke) (Engrav. FSpe) (Casting 1-EK-hbp)

VALLEJO TIMES-HERALD & NEWS-CHRONICLE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 2,600; Widths 29", 32", 48", 64") (Presses 4-H-wus; Controls 1-CH-ac, 1-AC-ac, 1-K-ac; Cut off 22¾"; ROP Colors 4) (Composing 2-I, 10-L, 2-Lu; Casters 3-El; Feeders 8-Ke, 1-Lw, 2-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-StH; Casting 1-H-hbfc, 1-W-hdp#, 1-OS)

VENTURA STAR-FREE PRESS; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 1,083; Widths 32", 48", 64") (Black ink 38,896; Color 192) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 2-I, 5-L, 1-Lu; Casters 1-El; Feeders 5-Ma, 2-I) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-HM, 1-StH; Casting 1-H-hbp) (Tyers-2-Twine)

VISALIA TIMES-DELTA; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 400; Widths 32") (Black ink 13,822; Color 690) (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 6-L, 1-Lu; Casters 1-El; Feeders 3-Lw, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp-t, 1-EK-hbfc)

WATSONVILLE REGISTER-PAJORONIAN; Type pg. 15¾" × 20⅝"; Cols. 8 (Nwsprt. 220) (Presses 1-G-wus; Controls 1-GE-ac; Cut off 21⅞"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm, 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-G-sts)

WEST COVINA SAN GABRIEL VALLEY TRIBUNE; Type pg. 14⅞" × 21⅞"; Cols. 8 (Nwsprt. 3,600; Widths 60") (Black ink 37,000; Color 2,500) (Presses 11-H-wus; Controls 2-CH-dc, 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 2-El) (Engrav. 2-FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-FOS, 1-Ir; Casting 1-W-hdp#, 1-EK-hbp-hbfc) (Tyers 2-Gr)

WHITTIER NEWS; Type pg. 16 13/16" × 21 7/16"; Cols. 9 (Nwsprt. 1,045; Widths 33¾") (Black ink 27,799; Color 102) (Presses 6-G-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-I, 1-Lu; Casters 1-El; Feeders 5-Lw, 1-Ma, 1-Sr; TTS 2; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-t#) (Tyers 1-Wt)

WILLOWS DAILY JOURNAL; Nwsprt. 35½"; Black ink 1,917.

WOODLAND DEMOCRAT; Type pg. 16⅜" × 21 11/16"; Cols. 9 (Nwsprt. 170; Widths 33½") (Black ink 12,960) (Presses 1-G-wdt, 1-Me-sf; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-D-t, 1-EK-hbfc, 1-G#, 1-Km, 1-No, 1-StH) (Tyers 1-Sa)

YREKA SISKIYOU NEWS; Type pg. 16¼" × 20"; Cols. 6 (Nwsprt. 65; Widths 52½", 70") (Black ink 1,600) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 2-L, 1-Lu)

COLORADO

ALAMOSA SAN LUIS VALLEY COURIER; Type pg. 15½" × 20"; Cols. 8 (Nwsprt. 59.17; Widths 66", 49½", 33") (Black ink 1,320) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 3-L; TTS 2; Punchers 2; Casters 1-Un; Feeders 5-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

BOULDER CAMERA; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 500; Widths 34") (Black Ink 11,760; Color 956) (Presses 1-Me, 2-Wb, 1-Har, 4-G-wus; 1-Ky, 1-Kl, Color G; Controls 1-Re-dc; Cut off 23" (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-No; Casting 1-G-hdp#, 1-No-hbfc) (Tyers 1-Gr)

CANON CITY RECORD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 69; Widths 35", 52½", 70") (Black ink 1,980) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 3-L; TTS 1; Casters 1-El) (Scorch'g 1-HM; Casting 1-Ha-hbp)

COLORADO SPRINGS FREE PRESS; Type pg. 15.74" × 20½"; Cols. 8 (Nwsprt. 711; Widths 65", 48¾", 32½", 16¼") (Black ink 27, 798) (Presses 1-G-wds; Controls 1-Sp-ac; Cut off 21½"; ROP Colors 1) (Composing 3-I, 6-Lap, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-StH-hbp) (Tyers 1-Gr)

COLORADO SPRINGS GAZETTE-TELEGRAPH; Type pg. 17¼" × 22"; Cols. 9 (Nwsprt. 2,202; Widths 17", 34", 51", 68") (Presses 7-D-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 6-L, 1-Lu; TTS 5; Punchers 4; Casters 2-El; Feeders 1-I, 2-L, 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-If, 1-StH; Casting 1-EK-hbfc, 1-No, 1-W-sp#) (Tyers 1-Wt)

(Continued on Page 256)

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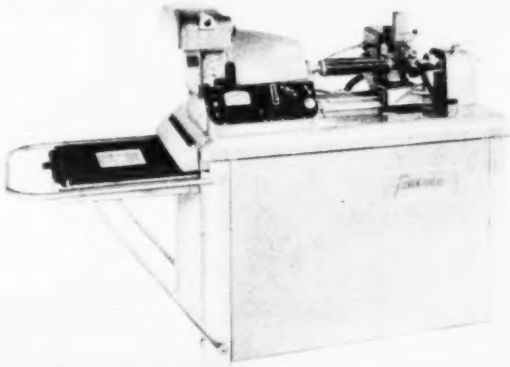

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 254)

DENVER POST; Type pg. 14.995" × 22 3/16"; Cols. 8-9 (Nwsprt. 41,172.6; Widths 60", 45", 30") (Black ink 1,476,001; Color 339,040) (Presses 30-G-wus, Color 10-G-speedry; Controls 5-CW-ac, 1-GE-dc; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Photo-Reg. 1-GE; Pre-Reg. 1-StH, 1-W) (Composing 19-I, 21-L, 3-M; Feeders 45-Ma) (Engrav. En) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 2-ER, 1-If, 3-Si, 4-StH; Casting 2-G-hbfc, 1-StH-hbfc, 3-W-am-hds, 1-W-jr) (Stuffing 2-She-10; Tyers 4-SP, 1-Wal)

DENVER ROCKY MOUNTAIN NEWS; Type pg. 10¼" × 14¼"; Cols. 5 (Nwsprt. 16,572; Widths 60", 45", 40½", 30") (Black ink 516,720; Color 36,050) (Presses 14-H-wus; Controls GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 19-L, 2-Lu; Casters 3-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-Au, 2-FOS; Casting 2-W-sp#, 1-G-hbfc) (Stuffing 1-She-2; Tyers 2-SP)

DURANGO HERALD-NEWS; Type pg. 15 3/16" × 21"; Cols. 8 (Nwsprt. 87; Widths 32¼", 48½", 64½") (Black ink 3,000) (Presses 1-D-(AB) wf; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp, 1-Micro. Shaver)

FORT COLLINS COLORADOAN; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 300; Widths 34") (Black ink 3,600; Color 100) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t#, 1-G-hbfc)

FORT MORGAN TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 47½; Widths 35", 52½", 70") (Black ink 1,885) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-L; TTS 1; Casters 1-Un; Feeders 2-Ma) (Scorch'g 1-Ha; Casting 1-EK-hbp)

GRAND JUNCTION SENTINEL; Type pg. 17 9/16" × 21½"; Cols. 9 (Nwsprt. 750; Widths 35") (Black ink 26,046; Color 826) (Presses 24-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t, 1-G-hbfc) (Tyers 1-Gr)

GREELEY TRIBUNE; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 475; Widths 17", 34") (Black ink 15,730; Color 223) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ma, 6-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-H-hbp, 1-W-sp#) (Tyers 1-BST)

LA JUNTA TRIBUNE-DEMOCRAT; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 49.8; Widths 66", 49½", 33") (Presses 1-G-wf; Cut off 22½") (Composing 2-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

LAMAR NEWS; Type pg. 16½" × 20 15/16"; Cols. 8 (Nwsprt. 100; Widths 70") (Presses 1-G-wf, 2-CP-sf, 1-Me-sf, Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El, 3-Ma; Feeders 3-Ma) (Casting 1-EK-hbp)

LEADVILLE HERALD DEMOCRAT; Type pg. 10" × 16"; Cols. 5 (Nwsprt. 50; Widths 35", 52½", 70") (Presses 1-B; 1-cp, 1-D) (Composing 2-L; Stereo-Mould'g 1-Ma; Casting 1-EK)

LONGMONT TIMES-CALL; Type pg. 16¼" × 20½"; Cols. 9 (Nwsprt. 106.6; Widths 35", 52¾", 70") (Black Ink 3,204) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L; Feeders 10-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

LOVELAND REPORTER-HERALD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 62; Widths 35", 56¾", 70") (Presses 1-CD; Controls 1-Wg-ac) (Composing 1-I, 2-L; Feeders 1-Ma, 2-Mo) (Casting 1-Ha-hbp)

PUEBLO CHIEFTAIN & STAR-JOURNAL; Type pg. 14 15/16" × 23"; Cols. 8 (Nwsprt. 2,600 Widths 60", 45", 30") (Black ink 79,000; Color 2,500) (Presses 3-H-wus; Color-H, Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 8-L, 2-Lu; TTS 1; Casters 2-El) (Stereo-Mould'g 4-H-r; Scorch'g 1-ER, 2-StH, 1-Ha, Casting 1-H-hbfc, 1-W-hdp#) (Tyers 2-Gr)

ROCKY FORD GAZETTE; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 32.3; Widths 33", 49½", 66") (Presses 1-G-wus; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

SALIDA MOUNTAIN MAIL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 24; Widths 35", 52½", 70") (Black ink 120) (Presses 1-D-wf) (Composing 3-L) (Casting 1-Ha-hbfc)

STERLING JOURNAL ADVOCATE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt 185; Widths 34") (Black Ink 6,000; Color 300) (Presses 1½-G-wds; Controls 1-Wg-ac; ROP Colors 1) (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ma) (Engrav. 1-pc, 1-FSpe) (Stereo-Mould'g 1-G-r, 1-No; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbp-hbfc)

TRINIDAD CHRONICLE-NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 70; Widths 35", 52½", 70") (Black ink 3,500) (Presses D; Controls 1-Wg-dc; Cut off 22½") (Composing 1-I, 3-L; TTS 2; Feeders 2-Ma, 2-Mo) (Stereo-Mould'g 1-No-r; Casting 1-EK-hbfc)

CONNECTICUT

ANSONIA SENTINEL; Type pg. 15 13/16" × 21"; Cols. 8 (Presses 5-H-wds; Controls 1-CH-ac) (Composing 9-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-am)

BRIDGEPORT HERALD; Type pg. 16¾" × 20¾"; Cols. 8 (Nwsprt. 2,150; Widths 64", 48", 32", 30", 28") (Black ink 40,000; Color 25,000) (Presses 6-D-wus, Color 4-G-wus, 9-H, 1-wus, 1-wdt; Controls 2-CH-ac, 2-GE-ac, 1-Wg-ac; Cut off 21½"; ROP Colors 1) (Composing 9-I, 4-L, 2-Lu; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-StH; Casting 1-H-hbp#) (Tyers 2-Wt)

BRIDGEPORT POST-TELEGRAM; Type pg. 16 31/32" × 20½"; Cols. 9 (Nwsprt. 9,530; Widths 68", 51", 34") (Black ink 349,000) (Presses 12-G-wus; Controls 1-CE-ac, 1-CH-ac; Cut off 21½") (Composing 4-I, 19-L, 3-Lu; Casters 4-M; Feeders 30-Ma) (Engrav. 1-pc) Stereo-Mould'g 2-Gr; Scorch'g 2-StH, 1-Al; Casting 2-G-hbfc, 3-W-hdp#)

BRISTOL PRESS; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 545; Widths 15", 30") (Black ink 20,000) (Presses 1-G-wds; 1-B, 1-CP, 1-Go, 1-Me; Controls 1-CW-ac; Cut off 22¾") (Composing 9-L, 1-Lu; Casters 1-El, 11-Ma; Feeders 11-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH, 1-AP; Casting 1-EK-hbfc, 1-H-hbp, 1-We) (Tyers 1-Twine)

DANBURY NEWS-TIMES; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 757; Widths 62½", 46¾", 31¼") (Black Ink 26,400) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors Full) (Composing 11-L, 2-Lu; TTS 1; Casters 1-El; Feeders 2-HM, 11-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Sd, 1-StH; Casting 1-H-hbfc, 1-W-hdp) (Tyers 1-Wt)

GREENWICH TIME; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 359; Widths 64", 48", 32") (Black ink 14,000; Color 100) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-No; Scorch'g 1-Sd, 1-StH; Casting 1-W-sp#, 1-Ha-hbfc)

HARTFORD COURANT; Type pg. 15 5/16" × 21 5/6"; Cols. 8 (Nwsprt. 11,459; Widths 60", 45", 30") (Black ink 350,000) (Presses 5-H-wus, 6-W-wus; Controls 1-CE-ac, 1-GE-ac; Cut off 22¾") (Composing 12-I, 14-L; TTS 9; Punchers 9; Casters 1-El, 3-M; Feeders 3-I, 27-Ma, 1-Sr) (Stereo-Mould'g 2-Hr; Scorch'g 2-Al, 1-AP, 2-FOS; Casting 3-H-hbfc, 2-W-sp) (Tyers 10-Gr)

HARTFORD TIMES; Type pg. 15" × 22½"; Cols. 8 (Nwsprt. 13,000; Widths 60", 45", 30") (Black ink 375,129) (Presses 14-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 2-I, 32-L, 2-Lu; Casters 2-M; Feeders 39-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Ir, 3-StH; Casting 1-W-sts, 2-W-jr) (Tyers 6-Gr)

MANCHESTER HERALD; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 450; Widths 33½", 16¾") (Black Ink 16,000) (Presses 5-G-wus; Controls 1-GE-ac) (Composing 6-I, 5-L, 2-Lu; Casters 1-El; Feeders 12-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbp, 1-W-hdp#) (Tyers 1-Sa)

MERIDEN RECORD & JOURNAL; Type pg. 17⅝" × 21½"; Cols. 9 (Nwsprt. 1,300; Widths 17¼", 34½") (Black ink 52,755) (Presses 5-H-wds; Controls 10-GE-ac; Cut off 22¾") (Composing 10-I, 1-Lu; TTS 5; Punchers 4; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-Sa)

MIDDLETOWN PRESS; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 713; Widths 17¼", 34½") (Black Ink 22,578; Color 125) (Presses 10-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-I, 5-L, 2-Lu; Casters 1-El, 1-M; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 2-D-t#) (Stuffing 1-Ca; Tyers 2-BST)

NAUGATUCK NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black ink 4,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22½") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-A-hbfc, 1-H-hbp)

NEW BRITAIN HERALD; Type pg. 16.877" × 20.5"; Cols. 9 (Nwsprt. 1,750; Widths 34", 51", 68") (Black ink 75,000) (Presses 6-H-wus; Controls 2-CE-ac; Cut off 21½") (Composing 16-I, 2-Lu; Casters 2-El; Feeders 10-I, 3-Ma, 7-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 2-StH; Casting 2-W-sp) (Tyers 2-BST)

NEW HAVEN REGISTER; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 12,516; Widths 33", 49½", 66") (Black ink 441,378) (Presses 12-H-wus; Controls 1-CH-ac: Cut off 22¾") (Composing 27-L, 2-Lu. 1-I: TTS 5; Punchers 5; Casters 2-El; Feeders 28-Ma) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-AP, 3-StH; Casting 1-H-hbp, 3-H-hbfc, 2-W-jr, 1-W-sts, 1-W-hds#)

NEW LONDON DAY; Type pg. 16¾" × 21 2/3"; Cols. 9 (Nwsprt. 1,408; Widths 34", 51", 68") (Black ink 38,000) (Presses 5-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 13-I, 1-L, 2-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-W-hdp#, 1-Ha-hbfc) (Tyers 2-Sa)

NORWALK HOUR; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 810; Widths 32", 16") (Black ink 26,000) (Presses 5-H-wus; Controls 1-CH-dc; Cut off 23 9/16") (Composing 11-I, 2-Lu; Casters 1-El; Feeders 5-I, 6-Lw, 1-Ma) (Stereo-Mould'g 1-Hr, 1-Sx; Scorch'g 1-StH; Casting 1-W-hbp-sp#)

NORWICH BULLETIN-RECORD; Type pg. 16.226" × 21½"; Cols. 8 (Nwsprt. 1,400; Widths 33", 28", 16¾") (Black ink 65,360) (Presses 10-G-wut; Controls 1-Ce-ac, 2-GE-ac; Cut off 22¾") (Composing 12-L, 2-Lu; Casters 1-El; Feeders 15-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 2-AP; Casting 1-G-hbp, 1-G-hbfc, 1-G-t#, 1-Ha-hbfc, 1-Ha-hbp)

STAMFORD ADVOCATE; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 1,600; Widths 32", 48", 64") (Black ink 50,000) (Presses 4-S-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 14-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 12-Lw, 2-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-St, 1-StH; Casting 1-H-hbfc, 1-W-sp#, 1-Hall-hbfc) (Tyers 2-Gr)

TORRINGTON REGISTER; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 400; Widths 30", 15¾") (Black ink 14,000) (Presses 5-H-wus; Controls 1-Sp-ac; Cut off 22¾") (Composing 3-I, 6-L, 1-Lu; TTS 5; Punchers 5; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-H-hbfc-hds, 1-W-sp, 2-H-hbp)

WATERBURY REPUBLICAN & AMERICAN; Type pg. 16.32" × 22½"; Cols. 8 (Nwsprt. 5,500; Widths 66", 49½", 33") (Black ink 198,000) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 23-L, 2-Lu; TTS 6; Punchers 5; Casters 2-M; Feeders 27-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Ha, 2-StH, 1-WF; Casting 1-H-hbfc, 1-W-sp, 1-W-hdp#)

WILLIMANTIC CHRONICLE; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 135; Widths 33½", 16¾") (Black ink 4,086) (Presses 4-G-wdt; Controls 1-CH-ac; Cut off 21½") (Composing 4-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-H; Casting 1-G-t#, 3-H-hbfc)

WINSTED CITIZEN; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 120; Widths 33½", 50¼", 67") (Black ink 2,000) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 21½") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 5-Ma) (Tyers 1-BST)

DELAWARE

DOVER STATE NEWS; Type pg. 17½" × 22"; Cols. 8 (Nwsprt. 220; Widths 34") (Black Ink 5,100) (Presses 3-S-wds; Controls 1-Wg-ac; Cut off 23 9/16") (Composing 5-L; TTS 2; Punchers 1; Casters 1-El) (Stereo-Mould'g 1-G; Scorch'g 1-AP; Casting 1-No-hbfc)

WILMINGTON NEWS & JOURNAL EVERY EVENING; Type pg. 15 7/16" × 21 13/16"; Cols. 8 (Nwsprt. 9,600; Widths 60", 45", 30") (Black ink 410,000; Color 2,500) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Pre. Reg. 1-W) (Composing 30-L, 2-Lu; Casters 1-El, 4-M; Feeders 37-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 1-Tr, 3-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 2-W-hdp#)

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS; Type pg. 11 1/6" × 14½"; Cols. 5 (Nwsprt. 11,382; Widths 60") (Black ink 365,000; Color 2,400) (Presses 11-H-wus; Controls 1-GE-ac, 2-CH-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 19-I, 2-Lu; Casters 3-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 3-StH; Casting 2-W-hdp#) (Tyers 4-Gr)

WASHINGTON POST AND TIMES HERALD; Type pg. 15" × 22½"; Cols. 8 (Widths 60", 45", 30") (Presses 28-G-wus, 24-S-wus; Controls 4-CE-ac, 4-GE-ac; Cut off 23 9/16") (Photo Elec. 7-EE; Pre-Reg. 1-W) (Composing 49-L, 2-Lu; TTS 3; Photo Composers 2-I; Casters 3-El, 2-M; Feeders 56-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 5-StH; Casting 6-W-jr, 1-sts, 2-hds#) (Stuffing 2-She-5; Tyers 6-Wt)

WASHINGTON STAR; Type pg. 15 3/50" × 22½"; Cols. 8 (Nwsprt. 46,191; Widths 60", 44¾", 29¾") (Black ink 1,400,000) (Presses 24-S-wus; Controls 5-CH-dc; Cut off 23 9/16") (Composing 49-L, 2-Lu, 1-M; Casters 6-M; Feeders 58-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 3-StH, 2-Al, 1-AP, 2-Sd; Casting 1-H-hbfc, 4-W-jr, 2-W-hds#) (Stuffing 2-She-5, Tyers 3-SP)

FLORIDA

BRADENTON HERALD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 675; Widths 60", 30", 15") (Black ink 20,640; Color 150) (Presses 1-D-wus; Controls 1-CW-ac; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp) (Tyers 1-Wt)

CLEARWATER SUN; Type pg. 15 15/16" × 20¼"; Cols. 8 (Nwsprt. 790; Widths 32", 16") (Presses 1-H-wds; Controls 1-GE-ac; Cut off 21½") (Composing 7-I, 1-Lu; TTS 1; Casters 1-El; Feeders 4-I, 3-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc)

DAYTONA BEACH NEWS & JOURNAL; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 2,153; Widths 32", 16") (Black ink 59,650; Color 4,174) (Presses 3½-W-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 4) (Composing 8-I, 5-L, 1-Lu; TTS 1; Casters 2-El; Feeders 1-I, 13-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-LE-dp; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Gr)

DELAND SUN NEWS; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 136; Widths 21") (Presses 1-G-wdt; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-Sd, 1-Si; Casting 1-G-sts-sp, 1-Ha-hbfc)

FORT LAUDERDALE NEWS; Type pg. 15 3/16" × 21¼"; Cols. 8 (Nwsprt. 4,758; Widths 31") (Black ink 170,000; Color 6,036) (Presses 10-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 16-L, 2-Lu; Casters 3-El; Feeders 4-I, 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-FOS, 2-StH; Casting 1-G-hbfc-hbp, 1-G-t#) (Tyers 2-Gr, 1-SP)

FORT MYERS NEWS-PRESS; Type pg. 15¾" × 22 7/16"; Cols. 8 (Nwsprt. 678; Widths 32", 16") (Black ink 26,000; Color 500) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 6-I, 3-L, 2-Lu; TTS 1; Casters 1-El; Feeders 4-I, 4-Lw, 3-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp-hbfc) (Tyers 1-Wt)

FORT PIERCE NEWS-TRIBUNE; Type pg. 16 7/12" × 22½"; Cols. 8 (Nwsprt. 247; Widths 34", 17") (Black ink 6,000; Color 350) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-St; Casting 1-G-hbp)

GAINESVILLE SUN; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 600; Widths 16", 32") (Black ink 13,750) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-W-heavy pony)

JACKSONVILLE FLORIDA TIMES-UNION; Type pg. 15" × 22 5/16"; Cols. 8 (Nwsprt. 17,533; Widths 60", 45", 43¼", 30") (Black ink 568,980; Color 34,500) (Presses 12-H-wus, Color 3-H-wus; Controls 5-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 18-L, 3-Lu; TTS 13; Punchers 16; Casters 4-El, 1-M; Feeders 9-I, 14-Ma, 8-MM, 1-Sr) (Pre. Reg. 1-W) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 3-StH, 2-Al, 1-AP, 2-Si, 1-Sd; Casting 1-G-hbfc, 2-W-jr#, 1-W-hds#, 1-G-hbfc) (Tyers 2-Wt)

JACKSONVILLE JOURNAL; Type pg. 15¾" × 23"; Cols. 8 (Presses 6-S-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 14-I, 2-L; TTS 3; Casters 2-El, 1-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-G-hbfc, 1-W-hdp#)

KEY WEST CITIZEN; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 260; Widths 33", 16½") (Presses 4-D-wdt, 4-D-wut, Color 1-G; Controls 7-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Jo, 6-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 2-StH; Casting 1-D-sts-t, 1-No-hbfc)

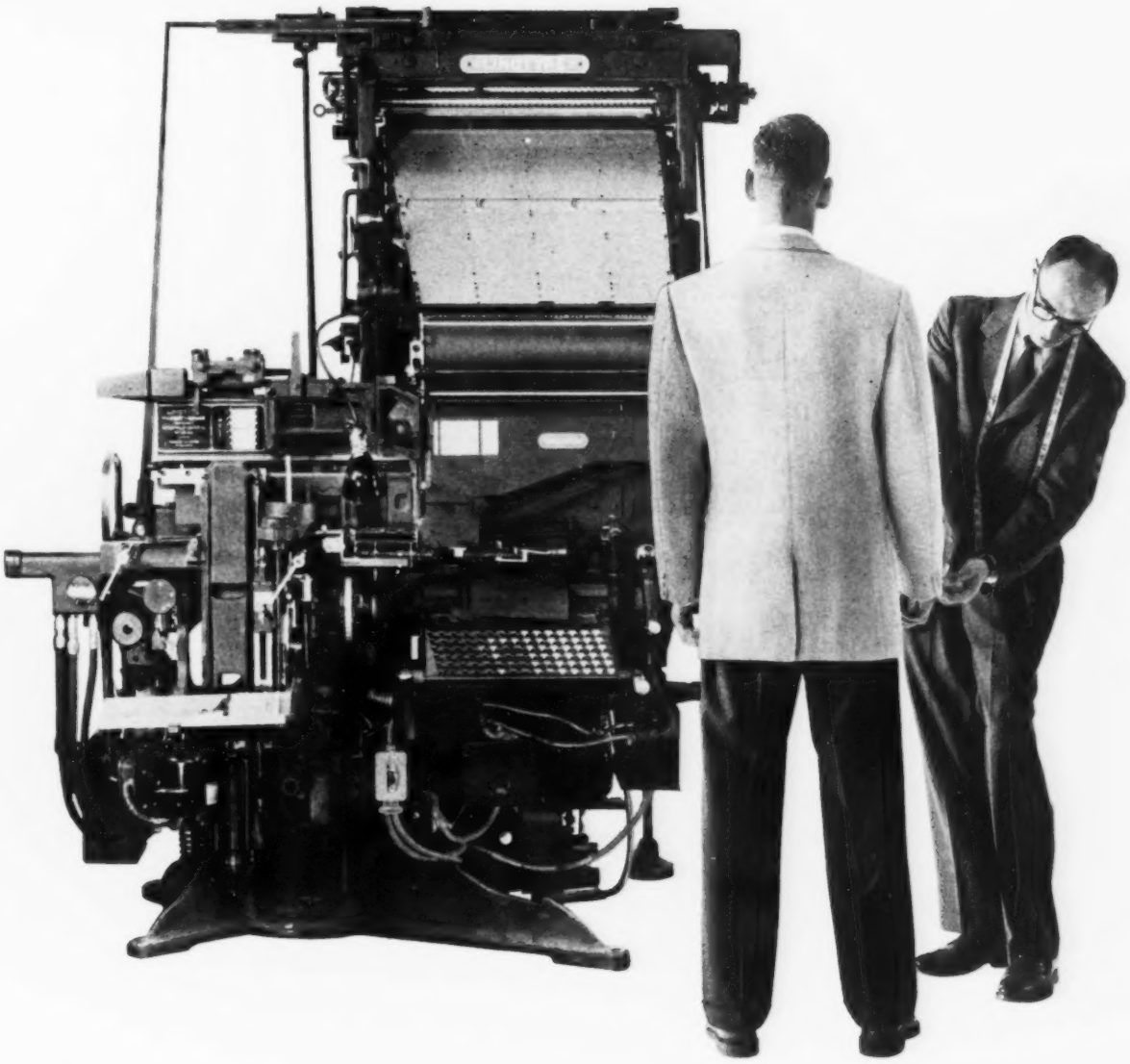
LAKE WALES HIGHLANDER; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 40; Widths 52¾", 70") (Presses 1-D-wf) (Composing 2-L; TTS 1; Feeders 2-Ma) (Engrav. pc) (Casting 1-EK-hbp)

LAKELAND LEDGER; Type pg. 16¼" × 22 7/14"; Cols. 8 (Nwsprt. Widths 65", 48¾", 32½") (Presses 4-G-wus; Controls 1-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 10-L, 1-Lu, 1-M; TTS 1; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-W-sp#)

LEESBURG DAILY COMMERCIAL; Type pg. 17" × 20¼"; Cols. 8 (Nwsprt. 85; Widths 70", 52¾", 35") (Black ink 4,400) (Presses 1-G-wf; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc-hbp)

(Continued on Page 258)

• LINOTYPE •



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 256)

MARIANNA JACKSON COUNTY FLORIDIAN; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 15.8) Presses same as Panama City (Fla.) News-Herald.

MIAMI HERALD; Type pg. 15 3/16" × 23"; Cols. 8 (Nwsprt. 57.529; Widths 30", 45", 60") (Black ink 2,016.460; Color 86,000) (Presses 20-G-wus, 12-H-wus; Controls 3-CH-ac, 5-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Pre. Reg. 1-W) (Composing 16-I, 16-L, 3-Lu; TTS 16; Punchers 29; Casters 4-El, 1-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 4-Sm, 4-StH; Casting 2-G-hbfc, 1-H-hbfc, 1-am-W, 3-W-jr, 2-W-hds#) (Stuffing 2-She-5; Tyers 2-SP, 6-Wt)

MIAMI DAILY NEWS; Type pg. 15 3/16" × 23"; Cols. 8 (Nwsprt. 17,374; Widths 60", 45", 30") (Black Ink 649,654; Color 38,060) (Presses 21-H-wus; Cut off 23 9/16"; ROP Colors 3) (Photo Elec. 24-EE; Pre-Reg. 1-W) (Composing 4-I, 10-L, 2-Lu; TTS 14; Punchers 16; Casters 4-M) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r, 1-LE-dp; Scorch'g 2-AP, 1-HM, 2-StH; Casting 2-G-hbfc, 3-W-jr#, 2-W-hds#) (Stuffing 1-She-5; Tyers 3-SP)

MIAMI BEACH SUN; Type pg. 10 1/3" × 15¾"; Cols. 5 (Nwsprt. 700; Widths 33", 49½") (Black ink 48,000) (Presses 3-G-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-jr, 1-W-sts)

OCALA STAR-BANNER; Type pg. 19½" × 20"; Cols. 8 (Nwsprt. 300; Widths 33½", 16¾") (Black ink 600) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 21½") (Composing 6-L; TTS 2; Punchers 1; Casters 1-El) (Scorch'g 1-StH; Casting 1-G-hbp)

ORLANDO SENTINEL STAR; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 8,080; Widths 32", 48", 64") (Black ink 243,233; Color 6,400) (Presses 12-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 33-L, 2-Lu, 1-I; TTS 2; Casters 1-El, 2-M; 1-Un; Feeders 36-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 3-StH; Casting 1-StH-hbfc#, 1-W-hdp#) (Stuffing 2-She-5; Tyers 2-Wt, 3-Gr)

PALATKA NEWS; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 60; Widths 34", 17") (Black ink 3,000) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 21⅝") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 2-Jo, 1-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-dp; Scorch'g 1-Chr; Casting 1-EK-am, 1-No-hbfc, 1-Ha-hds, 1-W-sp, 1-We)

PALM BEACH NEWS; Type pg. 14½" × 20¼"; Cols. 7 (Presses 1-Ky-sf, 2-Me-sf; Controls 1-U-ac, 1-wg-ac) (Composing 4-I, Casters 1-El; Feeders 4-Ma, 1-Sr) (Scorch'g 1-Ha; Casting 1-H-hbfc)

PANAMA CITY NEWS-HERALD; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 770.398; Widths 31", 15½") (Black ink 31,497; Color 775) (Presses 1-G-wds; Controls 1-GE; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 3; Punchers 4; Photo-Composers 2-I; Feeders 3-Ke, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbp, 1-G-hbfc)

PENSACOLA NEWS & JOURNAL; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 4,000; Widths 62", 46½", 31") (Black ink 75,000; Color 2,500) (Presses 3-G-wus; Controls 2-Wg-ac; Cut off 22¾") (Composing 1-I, 14-L, 2-Lu; TTS 2; Casters 3-El; Feeders 1-Lw, 14-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Wt)

ST. AUGUSTINE RECORD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 190; Widths 32") (Black ink, 4,125; Color 50) (Presses D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; Casters 1-El; Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS) (Casting 1-D-hbp-hbfc-t#)

ST. PETERSBURG INDEPENDENT; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 1,857; Widths 59") (Black Ink 59,629; Color 975) (Presses 6-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 9-Lg, 2-Lu; TTS 6; Punchers 5) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al; Casting 1-D-sts-t, 2-Ha-hbfc)

ST. PETERSBURG TIMES; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 10,948; Widths 59", 44¾", 29½", 14¾") (Black ink 437,920; Color 15,000) (Presses 8-G-wus; Controls 3-CE-ac; Cut off 22¾"; ROP Colors 4) (Photo Elec. 4-EE; Pre. Reg. 1-W) (Composing 14-I, 4-L, 2-Lu; TTS 7; Punchers 9; Photo-composers 2-I; Casters 3-El, 1-M; Feeders 18-Ma, 2-Sr, 3-I) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-HM, 4-StH; Casting 1-Ha-hbfc, 2-W-hdp) (Tyers 2-SP, 3-Gr)

SARASOTA HERALD-TRIBUNE AND JOURNAL; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 1,027; Widths 64", 48", 32", 16") (Black Ink 48,000; Color 560) (Presses 4-H-wus; Controls 2-CW-ac; ROP Colors 2) (Composing 9-I, 1-Lu; TTS 3; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-StH-hds, 1-W-sp) (Tyers 1-Sa)

SARASOTA NEWS; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 395; Widths 33½", 16¾") (Black ink 21,000) (Presses 5-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 2-Lu; TTS 3; Punchers 4; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-A-hbfc, 1-G-hbp)

TALLAHASSEE DEMOCRAT; Type pg. 15¾" × 22¾"; Cols. 8 (Nwsprt. 844; Widths 64", 48", 32") (Black ink 31,956) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 7-L, 2-Lu; TTS 2; Casters 2-El; Feeders 10-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-G-hbfc, 1-StH-#, 1-W-sp) (Tyers 1-Gr)

TAMPA TIMES; Type pg. 15 3/16" × 21 13/16"; Cols. 8 (Nwsprt. 2,195; Widths 60", 45", 30") (Black ink 95,000; Color 2,000) (Presses 6-D-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 16-L, 2-Lu; Casters 2-M; Feeders 19-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp)

TAMPA TRIBUNE; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 17,181; Widths 60", 45", 30") (Black ink 633,700; Color 12,000) (Presses 10-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 26-L, 2-Lu; Casters 4-M; Feeders 26-Ma, 8-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-FOS, 2-MTO, 1-Si, 2-StH; Casting 1-G-hbfc, 1-W-jr#, 1-W-sts, 1-W-hds, 1-W-hdp#, 1-No-hbfc) (Tyers 2-SP)

WEST PALM BEACH POST & TIMES; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 3,442; Widths 62") (Black ink 171,507) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 7-I, 8-L; TTS 4; Punchers 4; Casters 1-El, 2-M; Feeders 19-Ma, 1-Sr) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Gr)

WINTER HAVEN NEWS-CHIEF; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 171; Widths 34") (Black ink 7,000) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-hbp-hbfc-t)

GEORIGA

ALBANY HERALD; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. Widths 33¾", 16¾") (Presses 6-D-wut, 1-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Gr)

AMERICUS TIMES-RECORDER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 92; Widths 35", 52¾", 70") (Black Ink 2,700) (Presses 1-D-wf; Controls 1-GE-ac, 1-SD-ac) (Composing 3-L, 1-Lu; Casters 1-BN) (Casting 1-SE-hbp)

ATHENS BANNER-HERALD; Type pg. 16 5/16" × 21¾"; Cols. 8 (Nwsprt. 206; Widths 66", 49½", 33") (Black Ink 500) (Presses 1-G-wus; Controls 1-CW; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-Ha, 2-StH; Casting 1-EK-hbp, 1-G-sts-hds, 1-W-sp)

ATLANTA JOURNAL & CONSTITUTION; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 64,000; Widths 62", 46", 31") (Black ink 1,900,000; Color 14,000) (Presses 32-G-wus; Controls 6-CW-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 5-I, 39-L, 2-Lu, 2-M; TTS 6; Punchers 8; Casters 2-El, 3-Mo; Feeders 53-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-HM, 2-Si, 5-StH; Casting 1-G-hl .#, 1-H-hbfc, 1-W-am#-3-jr#-1-sts#-2-hds#) (Stuffing 2-She-6-8; Tyers 5-SP)

AUGUSTA HERALD & CHRONICLE; Type pg. 14¾" × 21¼"; Cols. 8 (Nwsprt. 4,800; Widths 62", 46½", 31") (Black ink 156,600; Color 3,120) (Presses 6-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 18-L, 2-Lu, 1-M; TTS 3; Punchers 2; Casters 2-El, 1-M; Feeders 24-Ma, 1-r) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS, 1-Sd, 1-StH; Casting 1-EK-hbfc, 2-H-hbfc, 1-W-hdp#) (Tyers 4-Gr)

BRUNSWICK NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 6,000; Widths 17", 34") (Black ink 4,000) (Presses 4-D-wut; Controls 1-CE-dc; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) Feeders 3-Jo, 2-Ma, 1-Sr (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-t, 1-EK-hbfc)

CARTERSVILLE TRIBUNE NEWS; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52", 70") (Black Ink 3,000) (Presses 1-D; Controls 1-GE) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-Un) (Engrav. 1-pc) (Scorch'g 1-Si; Casting 1-Ha-hbfc)

CEDARTOWN STANDARD; Type pg. 16½" × 20 5/6"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black Ink 980) (Presses 1-A, 2-CP, 1-G, 1-Ky, 1-Me, 1-Mul) (Composing 1-I, 2-L, 1-Lu; Casters 1-El)

COLUMBUS ENQUIRER & LEDGER; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 3,800; Widths 60.45", 30.15") (Black ink 190,000; Color 5,800) (Presses 4-S-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 9-L, 2-Lu; TTS 7; Punchers 4; Photo-composers 2-I; Casters 3-El, 1-M; Feeders 7-I, 11-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-FOS, 2-StH; Casting 2-W-hdp) (Tyers 2-Gr)

CORDELE DISPATCH; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 120; Widths 35", 52¾", 70") (Black ink 5,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Scorch'g 1-Ha; Casting 1-A-hbfc; 1-Am Type Founders, 1-No-hbp-hbfc)

DUBLIN COURIER-HERALD; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 129; Widths 17", 34") (Black ink 2,946) (Presses 3-S-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 1-L, 3-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G-hbp)

GAINESVILLE TIMES; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 216; Widths 32", 48", 64") (Black Ink 6,300) (Presses 2-G-wus; Controls 1-CW-as; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El; Feeders 2-I, 4-Ma) (Engrav. FSpe) (Scorch'g 1-Ha, 1-StH; Mould'g 1-D-r; Casting 1-EK-hbfc, 1-W-sp)

GRIFFIN NEWS; Type pg. 16.25" × 21.5"; Cols. 8 (Nwsprt. 201; Widths 16¾", 35") (Black ink 4,000) (Presses 1-H-wus; Controls 1-CH-ac) (Composing 4-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-Ha-hbp, 1-H-hbp)

MACON TELEGRAPH AND NEWS; Type pg. 15 13/16" × 21½"; Cols. 8 (Nwsprt. 3,422; Widths 64", 48½", 32", 16") (Black ink 119,110) (Presses 5-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 14-L, TTS 3; Casters 2-El, 1-M) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 1-Si, 1-Sd, 2-StH, Casting 1-G-hbfc-fs, 2-W-hdp#) (Tyers 1-Wt)

MARIETTA JOURNAL; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 332; Widths 33", 17½") (Black ink 13,000) (Presses 6-D-wut; Controls 1-GE-dc; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 2-I, 2-Ke) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-t#, 1-Ha-hbfc)

MOULTRIE OBSERVER; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 230; Widths 16", 32") (Black ink 8,000; Color 60) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ma, 3-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, Casting 1-D-t, 1-Ha-hbp)

ROME NEWS TRIBUNE; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 492; Widths 17", 34") (Black ink 30,981) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 21½") (Composing 7-L, 1-Lu; Casters 2-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-Ha-hbp)

SAVANNAH NEWS-PRESS; Type pg. 16.876" × 22¾"; Cols. 9 (Nwsprt. 6,426; Widths 66") (Black ink 150,390) (Presses 6-S-wus; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-L, 2-Lu; Casters 2-El, 2-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 1-Al, 1-Ha, 2-StH; Casting 3-H-sts, 1-No-hbp) (Tyers 1-Sp)

TIFTON GAZETTE; Type pg. 16" × 22½"; Cols. 8 (Nwsprt. 146; Widths 17", 34") (Black ink 4,141; Color 90) (Presses 1-H-wus; Cut off 23 9/16") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-Ha-hbp)

WAYCROSS JOURNAL-HERALD; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 292; Widths 16½", 33", 49½", 66") (Presses 3-G-wds; Controls 1-Wg-ac) (Composing 6-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-I, 3-Ma, 1-Sr) (Engrav. En) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-Ha; Casting 1-EK, 1-W-sts-sp-t#)

WEST POINT VALLEY TIMES-NEWS; Type pg. 16¾" × 22"; Cols. 8 (Nwsprt. 107¾; Widths 68", 51", 34") (Presses 1-H-wds; Controls 1-Sp-ac, 1-GE-ac; Cut off 23 9/16") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H; Scorch'g 1-AP; Casting 1-H-hbp, 1-Hm-hbfc)

HAWAII

HILO TRIBUNE-HERALD; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 350; Widths 15½", 31", 46¼", 62") (Black ink 11,000; Color 950) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r-dp; Scorch'g 1-StH, 1-Al, 1-StH; Casting 1-G-hbfc, 1-H-sts, 1-W-hdp#)

HONOLULU ADVERTISER; Type pg. 15 10/16" × 20¾"; Cols. 8 (Nwsprt. 4,132; Widths 62") (Black ink 160,593; Color 20,906) (Presses 10-A-wus, 1-D-wus, Color 1-D-wdt; Controls 1-CH-ac; Cut off 21⅝"; ROP Colors 3) (Composing 19-L, 2-M; TTS 4; Punchers 5; Casters 1-M) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-StH; Casting 2-W-jr-sts#, 1-D-hbp-sts-t#) (Tyers 2-Gr)

HONOLULU HAWAII HOCHI; Type pg. 20" × 15"; Cols. 8 (Nwsprt. 156; Widths 32") (Black ink 4,012) (Presses 2-CP, 1-H-wut-sc, 1-Me, 1-Va, Color H-wut-sc; Cut off 20½") (Composing 4-L; Casters 1-El) (Engrav. 1-En) (Stereo-Mould'g 1-H-r; Scorch'g 4-AP; Casting 3-H-hbfc)

HONOLULU HAWAII TIMES; Cols. 8 (Nwsprt. 246; Widths 32") (Black ink 7,652) (Presses 2-CP, 1-D, 1-Kl, 2-Me, 1-Mi, 2-Va, 1-Multilith; Controls GE-ac) (Composing 5-L; Casters 1-M; Feeders 3-Ke, 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-D; Scorch'g 2-FOS, 1-AP; Casting 3-D-t, 1-H-sts, 2-We-hbfc)

HONOLULU STAR-BULLETIN; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 8,226; Widths 60", 45", 30") (Black ink 315,736; Color 59,697) (Presses 8-H-wus; Color 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 19-L, 2-Lu, 1-M; Casters 3-El; Feeders 25-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-StH; Casting 1-W-hdp#) (Tyers 1-SP)

IDAHO

BLACKFOOT BULLETIN; Type pg. 15½" × 21¾"; Cols. 8 (Nwsprt. 100; Widths 65", 48¾", 32") (Black ink 900) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 1-L, 1-Lu; TTS; Punchers; Casters 1-El; Feeders 2-I, 1-L, 1-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

BOISE STATESMAN; Type pg. 15 15/16" × 21¾"; Cols. 8 (Nwsprt. 2,447; Widths 62") (Black ink 82,610) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 13-I, 2-Lu; Casters 1-El, 1-M) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 1-StH, 1-Si; Casting 1-H-hbfc, 1-W-hdp#) (Tyers 1-Sa)

CALDWELL NEWS-TRIBUNE; Type pg. 15.733" × 21"; Cols. 8 (Widths 33", 49½", 66") (Presses 1-Cp-sf, 1-G-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; Casters 1-El; Feeders 3-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-No; Casting 1-Ha-hbp)

COEUR D'ALENE PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 175; Widths 35", 52½", 70") (Black ink 5,000) (Presses 2-G-Cot-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 1-I, 6-L; Feeders 7-Ma) (Engrav. FSpe) (Casting 1-A-hbp-hbdt)

IDAHO FALLS POST-REGISTER; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 757; Widths 32") (Black ink 29,700) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 6-I, 1-Lu; TTS 1; Casters 1-El; Feeders 6-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 2-Gr)

KELLOGG NEWS; Type pg. 16¾" × 20¾"; Cols. 8 (Nwsprt. 80; Widths 35", 52½") (Black ink 300) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 1-Lu; Casters 1-El; Feeders 3-I, 1-Sr) (Casting 1-EK)

LEWISTON TRIBUNE; (Nwsprt. 708; Widths 32") (Black ink 28,800; Color 330) (Presses 2-D; ROP Colors 1) (Composing 7-L; TTS 2; Casters 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-StH; Casting 1-G-#, 1-Ha-hbp)

MOSCOW IDAHONIAN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 235,000; Widths 70", 52½", 35") (Black ink 8,000) (Presses 2-A-sf, 1-G, 2-ky-st, 1-Hei-sf; Controls 1-CW-ac) (Composing 1-I, 4-L; TTS 1; Casters 1-El; Feeders 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-hbfc, 1-Ha-hds)

NAMPA IDAHO FREE PRESS; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 188.4; Widths 33", 49½", 66") (Black ink 6,970) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si; Casting 1-EK-hbp)

POCATELLO IDAHO STATE JOURNAL; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 545; Widths 16", 32") (Black ink 24,000; Color 600) (Presses 6-D-wdt; Controls 1-GE-ac; ROP Colors 1) (Composing 2-I, 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 5-L, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-am) (Tyers 1-Gr)

TWIN FALLS TIMES-NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 880; Widths 33") (Black ink 28,000; Color 800) (Presses 6-G-wdt, 2-CP-sf, 1-Kl-sf, 3-Me-sf; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 7-Ke, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbfc)

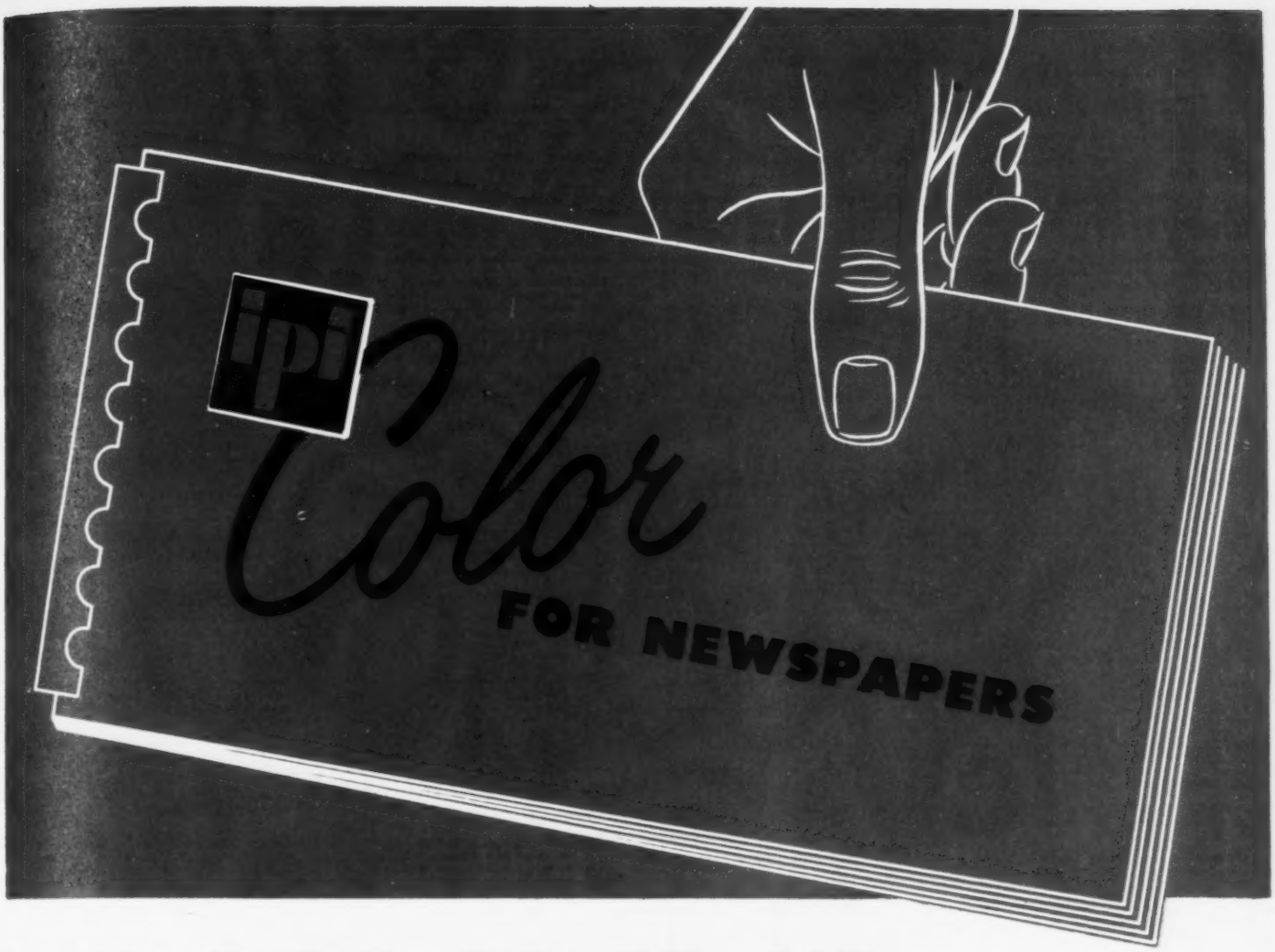
WALLACE NORTH IDAHO PRESS; Type pg. 15¾" × 21"; Cols. 8 (Presses 1-G-wf; Cut off 23 9/16") (Composing 3-Lap) (Casting 1-G-am)

ILLINOIS

ALTON TELEGRAPH; Type pg. 17½" × 22¾"; Cols. 9 (Nwsprt. 1,639; Widths 70", 52½", 35") (Black ink 3,740,197) (Presses 5-H-wus; Controls 1-CH-ac) (Composing 2-I, 10-L, 2-Lu; TTS 3; Punchers 1; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-W-sp) (Tyers 3-Gr)

AURORA BEACON-NEWS; Type pg. 14 15/16" × 21 24/32"; Cols. 8 (Nwsprt. 2,300; Widths 60") (Black ink 72,000; Color 750) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾") (Composing 10-I, 4-L, 2-Lu, 1-M;

(Continued on Page 260)



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RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 258)
TTS 4; Casters 2-El, 1-M; Feeders 19-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 2-G-hbp, 1-W-sp#, 2-Km) (Tyers 2-Wt)

BEARDSTOWN ILLINOIAN-STAR; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 39.5; Widths 52¾", 70") (Black ink 525) (Presses 1-D-wf) (Composing 1-I, 2-L) (Casting 1-EK-hbp)

BELLEVILLE ADVOCATE; Type pg. 17½" × 21¾"; Cols. 9 (Nwsprt. 511; Widths 35", 17½") (Black ink 17,000) (Presses 3-H-wus; Controls 1-GE-ac, 1-Sp-ac; Cut off 22¾") (Composing 7-L; Casters 1-El; Feeders 3-Lw, 3-Ma, 2-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc)

BELLEVILLE NEWS-DEMOCRAT; Type pg. 17 7/16" × 21½"; Cols. 9 (Nwsprt. 450; Widths 35", 17⅛") (Presses 6-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-EK-t#, 1-US-hbp) (Tyers 2-Wt)

BELVIDERE REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black ink 4,000) (Presses 1-D-wf; Cut off 22¾")(Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

BENTON NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 117; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; Casters 1-BN; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

BLOOMINGTON PANTAGRAPH; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 2,219; Widths 62", 46½", 31") (Black ink 80,390; Color 500) (Presses 4-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 5-I, 2-Lu; TTS 3; Punchers 4; Casters 1-El, 2-M; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp#) (Stuffing 1-She-3; Tyers 2-Gr)

CAIRO CITIZEN; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 214; Widths 32", 16") (Black ink 7,700) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-G-hbp-t#)

CANTON LEDGER; Type pg. 16 9/16" × 21½"; Cols. 8 (Nwsprt. 2,766; Widths 17", 34") (Black ink 6,880; Color 200) (Presses 2-CP, 5-D-wut; Controls GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-G-hbfc-t#)

CARBONDALE-HERRIN-MURPHYSBORO SOUTHERN ILLINOISAN; Type pg. 15⅝" × 20¾"; Cols. 8 (Nwsprt. 730; Widths 31¼", 15⅝") (Black ink 35,300) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 2-I, 5-L; TTS 4; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

CARMI TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt 172; Widths 70") (Black ink 6,900) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

CASEY REPORTER; Type pg. 10¼" × 16½"; Cols. 5 (Nwsprt. 11) (Black ink 245) (Presses 1-Ky-sf, 1-Kl, 1-Me-sf; Controls 1-CW-ac) (Composing 2-L) (Casting 1-EK-hbfc)

CENTRALIA SENTINEL; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 389.4; Widths 32", 36") (Black ink 10,080; Color 30) (Presses 6-D-wds, wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-hbp, 1-D-t#, 1-Km) (Tyers 1-Gr)

CHAMPAIGN-URBANA COURIER; Type pg. 15¾" × 20¾"; Cols. 8 (Nwsprt. 1,850; Widths 31¼", 15¾") (Black ink 77,500) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 4-I, 5-L, 1-Lu; TTS 5; Punchers 4; Casters 1-El; Feeders 11-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

CHARLESTON COURIER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 114; Widths 35", 52½", 70") (Black ink 4,500) (Presses 1-D-wf; Cut off 22½") (Composing 3-L; Feeders 2-Ke, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hdp)

CHARLESTON NEWS; Type pg. 14½" × 20½"; Cols. 7 (Nwsprt 13; Widths 31", 46½", 62") (Presses 1-G-wf; Controls 1-CE-ac; Cut off 22½") (Composing 2-L; TTS 1) (Casting 1-Ha-hbfc)

CHICAGO AMERICAN; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. 46,662; Widths 60") (Black ink 1,604,821; Color 45,091) (Presses 16-G-wds, 47-H-wds, 6-S-wus; Controls 2-CW-dc, 15-CH-dc, 2-K-dc; Cut off 21½"; ROP Colors 1) (Composing 25-I, 29-L, 4-Lu, 1-M; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 2-H-r, 2-LE-dp; Scorch'g 2-Al, 2-AP, 5-StH; Casting 1-H-hbdt, 5-W-am, 1-W-jr, 4-W-sts, 2-W-hds) (Tyers 5-SP)

CHICAGO CALUMET; Type pg. 15¼" × 20¾"; Cols. 8 (Nwsprt. Widths 65¼", 48¾") (Black ink 7,000; Color 300) (Presses 1-CP, 1-Ky, 1-Kl, 2-Mi) (Composing 4-L, 1-Lu, 1-M; Casters 1-El) (Scorch'g 1-No; Casting 1-Ha, 1-No)

CHICAGO NEWS; Type pg. 14⅞" × 22 11/16"; Cols. 8 (Nwsprt. 59,251; Widths 60", 45", 30") (Black ink 2,014,534; Color 46,000) (Presses 12-G-wus, 60-H-wus; Controls 2-CH-ac, 16-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 10-I, 50-L, 2-Lu, 1-M, 1-T; Casters 3-M; Feeders 67-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-H-r; Scorch'g 2-Ir, 4-StH, 4-Tt; Casting 2-G-hbfc, 2-H-hbdt, 6-W-am, 6-W-hds) (Stuffing 2-She-5; Tyers 14-SP)

CHICAGO SUN TIMES; Type pg. 11¼" × 14 9/16"; Cols. 6 (Nwsprt. 60,000; Widths 60½", 45", 30") (Black ink 2,000,000; Color 100,000) (Presses 30-G-wus; Controls 4-CE-ac; Cut off 23 9/16"; ROP Colors 4) (Composing 46-L, 3-Lu; TTS 3; Punchers 3; Casters 1-El, 5-M; Feeders 12-Jo, 43-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp, 1-Ha, 4-StH; Casting 1-Ha-hbfc, 1-No-hbfc, 1-W-hdp, 3-W-hds) (Stuffing 3-She-5; Tyers 3-SP, 1-Wal)

CHICAGO TRIBUNE; Type pg. 15 3/16" × 22 25/32"; Cols. 8 (Nwsprt. 207,600; Widths 60", 45", 30", 15") (Black ink 6,500,000; Color 3,675,000) (Presses 126-G-wus; Color 16-G-comic, 30-G-roto; Controls 30-CW-ac; Cut off 23 9/16", Color 21 1/16", 21½"; ROP Colors 3) (Composing 26-I, 83-L, 4-Lu; TTS 8; Punchers 8; Casters 3-El, 5-M, 1-L; Feeders 122-Ma) (Engrav. pc) (Stereo-Mould'g 7-G-r, 2-LE-dp, 1-OS-dp; Scorch'g 3-Al, 12-StH; Casting 2-G-hbp, 2-G-hbdt, 4-G-hbfc, 10-W-am, 10-W-hds, 2-W-hdp#) (Stuffing 2-She; 14-Hv; Tyers 18-SP, 10-Gr)

CHICAGO WALL STREET JOURNAL; Type pg. 16 5/16" × 21¼"; Cols. 6 (Nwsprt. 7,100) (Black ink 130,000) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 24-L, 1-Lu; TTS 10; Casters 1-El; Feeders 27-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbp, 2-W-sp#)

CLINTON JOURNAL-PUBLIC; Type pg. 17½" × 22"; Cols. 8 (Nwsprt. 35; Widths 52¾", 70") (Black ink 1,000) (Presses 1-G-wf; Cut off 22¾") (Composing 3-L; Casters 1-El; TTS 1) (Engrav. FSpe)

DANVILLE COMMERCIAL-NEWS; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 2,004; Widths 62", 46½", 31") (Black ink 85,699) (Presses G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 14-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 4-Ke, 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-S; Scorch'g 1-FOS, 1-StH; Casting 1-OS-hbfc, 1-W-sp) (Tyers 2-Gr)

DECATUR HERALD & REVIEW; Type pg. 15⅝" × 20¾"; Cols. 8 (Nwsprt. 4,525; Widths 62½", 31¼", 46¾") (Black ink 191,800) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 6-I, 4-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc, En) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-HM, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Gr)

DE KALB CHRONICLE; Type pg. 16¾" × 21½"; Cols. 9 (Nwsprt. 392; Widths 17", 34", 51", 68") (Black ink 1,000) (Presses 2-S-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 6-I, 1-L, 1-Lu; Casters 1-El; Feeders 8-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 1-G-hbp, 1-W-sp#)

DIXON TELEGRAPH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 310; Widths 33", 16½") (Black ink 12,000; Color 1,500) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 2-Lg, 1-Lu; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. pc) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-D-t#, 1-EK-hbp, hbfc)

DU QUOIN CALL; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 125; Widths 34") (Black ink 4,200; Color 100) Presses 1-G-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-EK-hbfc, 1-G-t) (Tyers 1-BST)

EAST ST. LOUIS JOURNAL; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt 1,800; Widths 62½", 31¼", 46¾") (Black ink 62,500) (Presses 4-S-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 6-I, 4-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 12-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-HM, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Wt, 1-BST)

EDWARDSVILLE INTELLIGENCER; Type pg. 16 7/16" × 21"; Cols. 8 (Nwsprt. 150; Widths 22") (Black ink 4,000) (Presses G-wds; Controls Wg) (Composing 4-I, 2-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-G-hbp, 1-Ha-hbfc)

EFFINGHAM NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 164½; Widths 34") (Black ink 5,780; Color 35) (Presses 4-D-wdt; Controls 5-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-I, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-AP, 1-Ha; Casting 1-D-t (autoplate fin.), 1-EK-hbfc)

ELGIN COURIER-NEWS; Type pg. 15" × 21 49/64"; Cols. 8 (Nwsprt. 1,190; Widths 60", 45", 30") (Black ink 44,471) (Presses 6-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 8-L, 1-Lu; Casters 1-El, 1-M; Feeders 4-I, 13-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 2-Wt)

FLORA NEWS-RECORD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 46; Widths 35", 52½", 70") (Black ink 1,500) (Presses 1-G-wf; Controls 1-Wa-ac) (Composing 2-I, 1-L; Casters 1-Un; Feeders 3-Ma) (Casting 1-EK-hbfc)

FREEPORT JOURNAL-STANDARD; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 680; Widths 35") (Black ink 26,600) (Presses 9-D-wdt, 1-Go-sf; 1-Kl-sf; Controls 2-GE-ac; Cut off 22¾") (Composing 11-L, 2-Lu; TTS; Punchers 1; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-No, 1-StH; Casting 1-G-t#, 1-Ha-hbfc) (Tyers 3-Gr)

GALESBURG REGISTER-MAIL; Type pg. 17¾" × 21¼"; Cols. 9 (Nwsprt. 1,350; Widths 71", 53¼", 35½", 17¾") (Black ink 35,000; Color 500) (Presses 8-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu; TTS 4; Punchers 1; Casters 1-El; Feeders 13-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH, 1-Ir, 1-HM; Casting 1-G-t#)

HARRISBURG REGISTER; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 200; Widths 17", 34") (Black ink 8,000) (Presses 4-G-wdt; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r; Casting 1-D-t#, 1-EK-hbp)

HOOPESTON CHRONICLE-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 53¼", 72") (Black ink 1,832) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-No-dp; Casting 1-Ha-hbp)

JACKSONVILLE JOURNAL & COURIER; Type pg. 17⅝" × 21½"; Cols. 9 (Nwsprt. 580; Widths 35") (Black ink 23,000) (Presses 1-D-wdt; Cut off 22¾"; Controls 1-GE-ac) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbp) (Tyers 1-Gr)

JOLIET HERALD-NEWS; Type pg. 15" × 22½"; Cols. 8 (Widths 60", 45", 30", 15") (Presses 6-G-wus; Controls 1-CE-ac; ROP Colors 3) (Composing 7-I, 8-L, 2-Lu; Casters 1-El, 3-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-StH; Casting 2-G-hbfc, 2-W-hdp#) (Tyers 2-Gr)

KANAKEE JOURNAL; Type pg. 15 11/12" × 21¼"; Cols. 8 (Nwsprt. 1,576; Widths 32") (Black ink 49,000; Color 1,475) (Presses 6-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L, 2-Lu; TTS 2; Casters 2-El; Feeders 11-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-sp#) (Tyers 1-Gr)

KEWANEE STAR-COURIER; Type pg. 15 7/12" × 21½"; Cols. 8 (Nwsprt. 435; Widths 32", 16") (Black ink 17,750; Color 150) (Presses 4-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 4) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-hds#) (Tyers 1-Gr)

LASALLE NEWS TRIBUNE; Type pg. 16¾" × 21½"; Cols. 9 (Nwsprt. 565; Widths 17", 34") (Black ink 14,280; Color 180) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma, 2-I) (Engrav. Elgrama) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH, 1-FOS; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

LINCOLN COURIER; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 200; Widths 32", 16") (Black ink 7,700; Color 50) (Presses 1-A-sf, 2-CP-sf, 4-D-wut, 1-Kl-sf; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 4-Ke, 2-Ma, 1-MM) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 1-AP; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

LITCHFIELD NEWS-HERALD; Type pg. 16¼" × 20"; Cols. 8-9 (Nwsprt. 105; Widths 70", 52½") (Black ink 3,300) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 2-L, 1-Lu; Casters 1-BN; Feeders 1-BN, 3-Ma) (Engrav. pc) (Casting 1-EK-hbp)

MARION REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 124; Widths 35", 52", 70") (Presses 1-D-wf; Controls 1-CE-ac; ROP Colors 1) (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 1-Sr) (Casting 1-EK-hbfc)

MATTOON JOURNAL-GAZETTE; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 350; Widths 32½") (Black ink 6,000; Color 100) (Presses 4-D-wut; Controls 1-Sp-dc; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-Un; Feeders 1-Ke) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 2-AP; Casting 1-D-sts, 1-EK-hbp, 1-EK-hbfc)

MOLINE-EAST MOLINE DISPATCH; Type pg. 15¾" × 20¾"; Cols. 8 (Nwsprt. 1,792; Widths 62", 46½", 31") (Black ink 59,400; Color 350) (Presses 6-S-wus, Color S-wus; Controls CW-ac; Cut off 21½"; ROP Colors 3) (Composing 14-L, 2-Lu; TTS 5; Punchers 4; Casters 1-El; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP; Casting 1-G-hbfc, 2-W-hdp) (Tyers 3-Gr)

MONMOUTH REVIEW ATLAS; Type pg. 16 5/16" × 20¼"; Cols. 8 (Nwsprt. 167; Widths 17", 34") (Black ink 5,040) (Presses 1-G-wds; Color 1-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 6-L; TTS 4; Punchers 3; Casters 1-BN; Feeders 6-Ma) (Engrav. En) (Stereo-Mould'g 1-H-r; Scorch'g 1-T, 1-AP; Casting 1-G-hbfc, 1-We-hbp, 1-W-sp)

MT. CARMEL REPUBLICAN-REGISTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 90; Widths 52¾", 70", 35") (Black ink 450) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

OLNEY MAIL; Type pg. 16¾" × 20"; Cols. 8 (Nwsprt. 110; Widths 70", 52¾", 35") (Presses 1-G-wf) (Composing 3-I, 1-Lu; Feeders 1-I) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

OTTAWA REPUBLICAN-TIMES; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 571; Widths 32") (Black ink 16,500; Color 150) (Presses 6-D-wut; Controls 1-CE-ac; ROP Colors 2) (Composing 8-L, 2-Lu; Casters 1-M; Feeders 10-Ma, 1-Si) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbp) (Tyers 1-Gr)

PEKIN TIMES; Type pg. 17" × 21 1/3"; Cols. 9 (Nwsprt. 800; Widths 34½", 17¼") (Black ink 27,000; Color 500) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 5-I, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha, 1-Ir; Casting 1-D-t#, 1-Ha-hbp)

PEORIA JOURNAL-STAR; Type pg. 15⅝" × 21⅞"; Cols. 8 (Nwsprt. 9,877.2; Widths 64") (Black ink 315,597; Color 15,000) (Presses 8-G; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Photo Elec. 5-EE) (Composing 20-I, 2-L; Casters 3-El, 2-M; Feeders 6-Ma, 21-I) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 4-StR; Casting 1-Ha-hbfc, 1-W-sp#, 1-G-sp#) (Tyers 2-SP)

PONTIAC LEADER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 64; Widths 35", 52½", 70") (Black ink 1,993) (Presses 1-G-wf; Controls 1-Wg-ac) (Composing 4-L; Casters 1-El) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

QUINCY HERALD-WHIG; Type pg. 16⅝" × 22½"; Cols. 8 (Nwsprt. 1,839; Widths 66¾", 50¼", 33¾") (Black ink 50,000; Color 800) (Presses 4-S-wus; Controls CW-ac, CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 9-I, 2-L, 1-Lu; Casters 1-El; Feeders 10-L, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting G-hbp, Ha-hbfc, H-hds)

ROBINSON NEWS; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 125) (Black ink 6,000) (Presses 2-CP, 1-D-wf; Controls 1-CW-ac; Cut off 22½") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 3-Ke) (Engrav. FSpe) (Casting 1-EK-hbp)

ROCKFORD STAR & REGISTER-REPUBLIC; Type pg. 16¾" × 21 11/16"; Cols. 9 (Nwsprt. 7,350; Widths 66", 49½", 32¾") (Black ink 245,000; Color 7,775) (Presses 8-S-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 16-I, 2-L, 2-Lu; TTS 8; Punchers 5; Casters 2-El, 1-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-AP, 3-StH; Casting 2-W-hds#) (Tyers 4-Wt)

ROCK ISLAND ARGUS; Type pg. 15.1875" × 21¾"; Cols. 8 (Nwsprt. 1,677; Widths 64") (Black ink 58,024) (Presses 5-H-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 7-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El; Feeders 5-I, 6-In, 6-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-Si; Casting 1-G-hbfc, 2-W-sp, 1-Mo-sts) (Tyers 3-Wt)

SAVANNA TIMES-JOURNAL; Type pg. 15¾" × 20½"; Cols. 8 (Nwsprt. 50; Widths 33", 49½", 65") (Black ink 500) (Presses 2-CP, 1-D-wf) (Composing 2-L, 1-Lu; Feeders 2-Ma) (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha)

SHELBYVILLE UNION; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 72") (Black ink 2,000) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 3-L; Casters 1-Un; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

SPRINGFIELD ILLINOIS STATE JOURNAL & STATE REGISTER; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 5,742; Widths 63½", 47¾", 31¾") (Black ink 162,000; Color 6,000) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 9-L, 2-Lu, 1-M; Casters 1-El, 1-M; Feeders 6-I, 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-StH; Casting 1-G-hbfc, 1-Km, 1-BM, 2-W-sp-1#) (Tyers 1-Wt)

STERLING GAZETTE; Type pg. 16 9/16" × 21½"; Cols. 8 (Nwsprt. 572; Widths 34", 17") (Black ink 16,000; Color 300) (Presses 6-D-wut; Controls 2-CE-ac; Cut off 22¾") (Composing 10-L, 1-Lu; TTS 1;

(Continued on Page 262)

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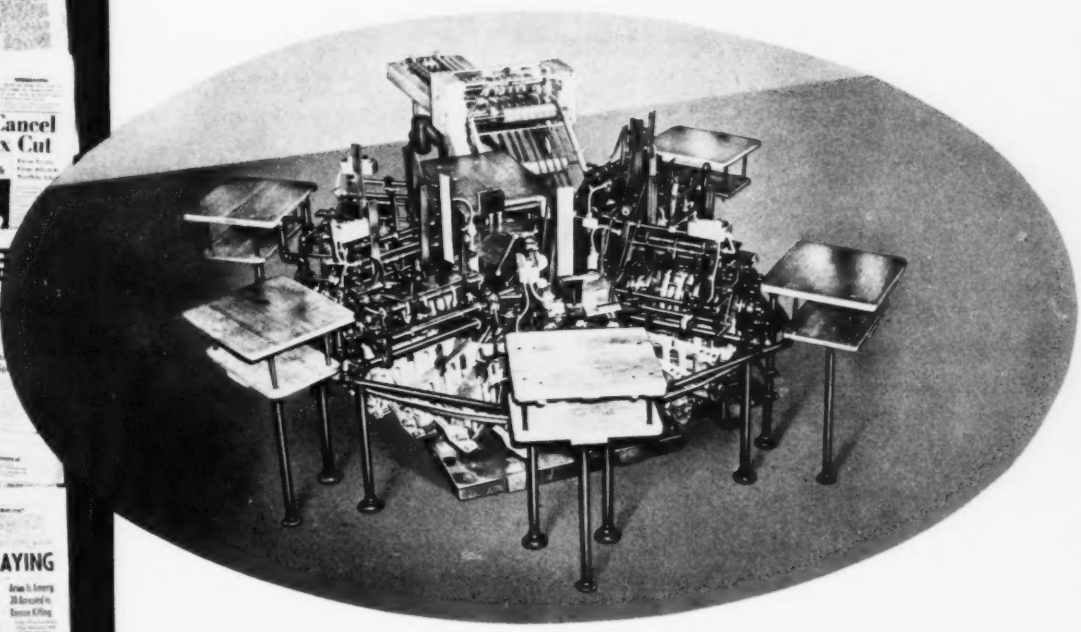

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 260)

Punchers 1; Casters 1-El; Feeders 9-Ke, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t, 1-Ha-hbfc) (Tyers 1-Gr)

STREATOR TIMES PRESS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt 440; Widths 21½", 43") (Presses 1-P-wus; Controls 1-AC-ac; Cut off 21½") (Composing 8-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Wt)

TAYLORVILLE BREEZE COURIER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 195; Widths 17", 34") (Black ink 5,400; Color 40) (Presses 1-H-wut, 1-Ky-sf, 1-Me-sf; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-No, 1-Sm; Casting 1-G-sts, 1-G-t, 1-No-hbfc) (Tyers 1-Gr)

WATSEKA IROQUOIS COUNTY TIMES; Type pg. 10 3/16" × 16 5/16"; Cols. 5 (Nwsprt. 90; Widths 30") (Black ink 1,800; Color 15) (Presses 1-G-Comet-wf; Controls Wg-ac; Cut off 21½") (Composing 1-I, 2-L) (Engrav. FSpe) (Casting Jn-hbfc)

WAUKEGAN NEWS-SUN; Type pg. 15" × 22 9/16"; Cols. 8 (Nwsprt. 1,788; Widths 60", 45", 30") (Presses 5-G; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 9-I, 6-L, 2-Lu; TTS 5; Punchers 7; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-HM, 2-StH; Casting 1-W-sp)

WEST FRANKFORT AMERICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 140; Widths 35", 52½", 70") (Black ink 4,000) (Presses 1-D-wf) (Composing 4-I; Casters 1-El; Feeders 2-I, 2-Ma) (Engrav. FSpe, pc) (Casting 1-Ha-hbp)

WHEATON JOURNAL; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 500; Widths 22") (Black ink 4,081.25) (Presses 1-G-wus; Controls 4-CH-ac, 1-SD-ac) (Composing 3-L; TTS 2; Punchers 2; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hds, 1-Ha-hbfc, 1-Km-hbp) (Tyers 1-Gr)

INDIANA

ANDERSON BULLETIN & HERALD; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 2,100; Widths 66", 49½", 33") (Black ink 91,170) (Presses 3-D-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu; TTS 3; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r, Scorch'g 2-StH, 1-Ir; Casting 2-EK-hbfc, 2-W-hdp#)

ATTICA LEDGER-TRIBUNE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 30; Widths 35", 52½") (Black ink 1,000) (Presses 1-A-sf, 3-CP-sf, 1-D-wf, 1-Wh-sf; Controls 2-CW-ac) (Composing 4-L; Casters 1-BN) (Engrav. FSpe) (Casting 1-Ha-hbfc)

BEDFORD TIMES-MAIL; Type pg. 16¾" × 21"; Cols. 9 (Nwsprt. 340; Widths 33½", 16¾") (Black ink 17,600; Color 200) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Pre-Reg. 1-StH) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbp-t, 1-EK-hbfc) (1-Elliot Address.)

BICKNELL NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 35; Widths 35", 52½") (Black ink 1,500) (Presses 1-D-wf) (Composing 2-L) (Casting 1-EK-hbfc)

BLOOMFIELD WORLD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 40) (Black ink 1,000) (Presses 1-Cp, 1-D, 1-Gol) (Composing 1-I, 1-L) (Casting 1-Ha-hbfc)

BLOOMINGTON HERALD-TELEPHONE; Type pg. 16.83" × 21"; Cols. 9 (Nwsprt. 530; Widths 34½") (Black ink 12,600; Color 108) (Presses 6-D-wdt) (Composing 9-I; TTS 3; Punchers 2; Casters 1-El; Feeders 9-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp)

BLUFFTON NEWS-BANNER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 90; Widths 70", 52½") (Black ink 3,573) (Presses 1-G-wf) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 2-Sr) (Scorch'g 1-Ha; Casting 1-Ha-hbfc) (Tyers 1-BST)

BRAZIL TIMES; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 120; Widths 43") (Black ink 440) (Presses 1-P-wus) (Stereo-Mould'g 1-D)

CLINTON CLINTONIAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 90; Widths 35", 52½", 70") (Black Ink 2,700) (Presses 1-A, 1-CD-wus, 1-Kl; Controls CH-ac; Cut off 21½")(Composing 3-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El, 2-Mo; Feeders 1-Lw) (Engrav. FSpe) (Scorch'g 1-Ha; Casting EK-hbp)

COLUMBIA CITY COMMERCIAL MAIL & POST; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 65; Widths 70", 52½", 35") (Black ink 1,200) (Presses 1-G-wf; Cut off 21½"; Controls GE-ac) (Composing 2-L, 1-Lap, 1-Lu; TTS 2; Punchers 1; Casters 1-Un; Feeders 1-Lw, 2-Ma, 1-Str) (Engrav. Klg) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

COLUMBUS REPUBLICAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 440; Widths 33¾") (Black ink 12,255; Color 125) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-G-t#, 1-H-hbfc) (Tyers 1-BST)

CONNERSVILLE NEWS-EXAMINER; Type pg. 16 3/16" × 21½"; Cols. 8 (Nwsprt. 185; Widths 22") (Presses 3-Cp, 1-G, 1-Kl, 2-Me, 1-Wb, Color 1-G; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 3; Punchers 3; Feeders 1-El) (Scorch'g 1-AP, 1-FOS; Casting 1-G)

CRAWFORDSVILLE JOURNAL-REVIEW; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 360; Widths 30", 15") (Black ink 10,000) (Presses 1-Go-sf, 4-G-wus; Controls 1-CH-ac) (Pre-Reg. 1-StH) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-G-hds)

DECATUR DEMOCRAT; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 86; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 4-L; Casters 1-El) (Casting 1-EK-hbp)

ELKHART TRUTH; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 1,000; Widths 31") (Black ink 32,629; Color 350) (Presses 5-G; Controls 2-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu, 1-M; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 1-G-hbfc, 1-W-hdp)

ELWOOD CALL-LEADER; Type pg. 15" × 20"; Cols. 8 (Nwsprt. 100; Widths 35") (Presses 1-G-wf) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

EVANSVILLE COURIER & PRESS; Type pg. 14¾" × 22 13/16"; Cols. 8 (Nwsprt. 9,669; Widths 59", 44¾", 29½") (Black ink 379,949; Color 17,310) (Presses 8-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 2-L, 2-M; TTS 4; Punchers 4; Photo Composers 2-I; Casters 1-El, 2-M) (Engrav. pc) (Scorch'g 1-Al, 1-FOS, 1-No, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 1-W-sp, 1-W-hdp#) (Stuffing 4-Hv-4; Tyers 2-Gr)

FORT WAYNE NEWS-SENTINEL & JOURNAL-GAZETTE; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 14,426; Widths 66", 49½", 33 15/16") (Black Ink 440,530; Color 5,711) (Presses 10-G-wus; Controls 12-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 22-I, 1-L, 3-Lu; Casters 5-El; Feeders 31-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-AP, 1-FOS, 3-StH; Casting 2-W-hdp#) (Stuffing 1-She-5; Tyers 2-SP)

FRANKFORT TIMES; Type pg. 16¾" × 21 9/16"; Cols. 8 (Nwsprt. 195; Widths 33") (Black ink 10,000; Color 20) (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbp, 1-EK-hbfc, 1-G-hbp, 1-G-t#)

FRANKLIN STAR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 119; Widths 70", 52½", 35") (Black ink 4,600) (Presses 1-D-wf, 1-A-sf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-Ma, 3-Sr) (Scorch'g 1-AP; Casting 1-No-hbp, 1-Ha-sts)

GARY POST-TRIBUNE; Type pg. 17" × 22½"; Cols. 9 (Nwsprt. 4,675; Widths 70") (Black ink 160,000) (Presses 6-S-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 16-I, 2-Lu; Casters 2-El, 1-M; Feeders 21-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 2-G-hbfc, 2-W-hdp#) (Tyers 2-Gr)

GOSHEN NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 270; Widths 34") (Black ink 7,000; Color 100) (Presses 4-G-wut; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 6-L; Feeders 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-hbp)

GREENCASTLE BANNER; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Presses 3-CP, 1-D, 1-Me; Controls 1-CE-ac) (Composing 1-I, 2-L, 1-Lu; Casters 1-El, 1-Mo)

GREENFIELD REPORTER; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. 110; Widths 35", 52½", 70") (Black Ink 3,500) (Presses 1-Go, 1-D-wf, 1-Kl-sf, 1-Me-sf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El; Feeders 3-L, 2-Sr) (Casting 1-EK-hbp)

GREENSBURG NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 132; Widths 35", 52½", 70") (Black ink 2,100) (Presses 1-D-wf; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

HAMMOND TIMES; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 5,158) (Black ink 115,000; Color 1,500) (Presses 8-G-wus; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 9-I, 9-L, 2-Lu; Casters 1-El, 3-M; Feeders 20-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 2-StH, 1-AP, 1-FOS, 1-HM; Casting 2-W-sp#, 1-G-hbp, 1-OS-hds)

HARTFORD CITY NEWS-TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 75½"; Widths 70", 52½") (Black ink 2,782) (Presses 1-D-wf, 1-G-wf; Controls 2-Wg-ac; Cut off 22½", 22½") (Composing 4-L, 1-Lu; Feeders 1-El, 5-Ma) (Casting 1-EK-hbp)

HUNTINGTON HERALD-PRESS; Type pg. 15 3/16" × 21¼"; Cols. 8 (Nwsprt. 284.7; Widths 15¾", 31½", 47¼", 63") (Black ink 8,143) (Presses 2-D-wus; Controls 1-CE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 1-Lw, 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-Ha-hbfc)

INDIANAPOLIS STAR & NEWS; Type pg. 14¾" × 22¾"; Cols. 8 (Nwsprt. 47,383; Widths 65", 45", 30", 15") (Black ink 1,932,350; Color 40,000) (Presses 12-G-wus, 12-W-wus; Controls 5-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Photo Elec. 22 EE; Pre-Reg. 1-W) (Composing 23-I, 22-L, 3-Lu; Casters 4-El, 4-M; Feeders 14-I, 24-Lw, 10-Ma) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 1-FOS, 2-Sd, 4-StH; Casting 1-EK-hbfc, 2-H-hbp-hbfc, 2-W-am, 2-jr, 2-hds#)(Stuffing 2-She-8; Tyers 3-SP)

INDIANAPOLIS TIMES; Type pg. 15 3/16" × 22¾"; Cols. 8 (Nwsprt. 7,925; Widths 60", 45", 30") (Black Ink 262,740; Color 7,361) (Presses 15-H-wus, Color-H; Controls 4-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 17-L, 2-Lu; Casters 3-El, 1-M; Feeders 29-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 3-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#)

JASPER HERALD; Type pg. 10¼" × 16"; Cols. 5 (Nwsprt. 92; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-Un; Feeders 4-Ma) (Engrav. pc) (Casting 1-Ha-hbfc)

KENDALLVILLE NEWS-SUN; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 75; Widths 53¼", 70") (Black ink 3,000) (Presses 1-G-wf; Controls 1-WE-ac) (Feeders 2-I) (Casting 1-US-hbfc)

KOKOMO TIBUNE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 1,074; Widths 63", 47¼", 31½") (Black Ink 4,700) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 11-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp-hbfc, 1-W-sp#) (Tyers 1-Gr)

LAFAYETTE JOURNAL & COURIER; Type pg. 14 15/16" × 21¾"; Cols. 8 (Nwsprt. 2,715; Widths 60", 45", 30") (Black Ink 75,475; Color 725) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 12-I, 1-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 12-I, 3-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Gr)

LA PORTE HERALD-ARGUS; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 450; Widths 16¾", 32½") (Black ink 16,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16") (Composing 8-L; Casters 1-M; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-H-hbp) (Tyers 1-BST)

LEBANON REPORTER; Type pg. 16¾" × 21"; Cols. 9 (Nwsprt. 132; Widths 35", 52½", 70") (Black ink 212,826) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

LINTON CITIZEN; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 56; Widths 52½", 35", 70") (Black Ink 1,944) (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; Casters 1-Un; Feeders 1-I, 2-Ma, 2-Str) (Engrav. En) (Casting 1-Ha-hbfc)

LOGANSPORT PHAROS-TRIBUNE & PRESS; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 870; Widths 31", 15½") (Black ink 31,109; Color 232) (Presses 5-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L; TTS 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc-hbp, 1-W-sp#) (Tyers 1-BST)

MARION LEADER-TRIBUNE & CHRONICLE; Type pg. 16¾" × 21 11/16"; Cols. 8 (Nwsprt. 1,400; Widths 33½", 50¼", 67") (Black ink 4,000) (Presses 4-S-wus; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-StH-sp#)

MARTINSVILLE REPORTER; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22½") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma, 1-Sr) (Scorch'g 1-Ha; Casting 1-Hm-hbfc)

MICHIGAN CITY NEWS-DISPATCH; Type pg. 16¾" × 21¼"; Cols. 8 (Nwsprt. 600; Widths 33", 16½") (Black ink 17,500; Color 400) (Presses 4-G-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 2-L; TTS 1) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-StH; Casting 1-W-sp, 1-Ha-hbp)

MT. VERNON DEMOCRAT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 55; Widths 35", 52½") (Black ink 2,230; Color 15) (Presses 2-CP-sf, 1-D-wf) (Composing 2-L, 1-Lu; Casters 1-El) (Casting 1-Ha-hbfc)

MUNCIE PRESS & STAR; Type pg. 17 1/16" × 22¾"; Cols. 9 (Nwsprt. 3,100; Widths 68", 51", 34") (Black ink 100,000) (Presses 3-H-wus; Controls 1-CE-ac; Cut off 23 9/16") (Composing 14-L, 2-I, 2-Lu; TTS 2; Casters 2-El, 1-M; Feeders 21-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH, 1-FOS, 1-Ir; Casting 1-W-sp)

NEW ALBANY TRIBUNE-LEDGER; Nwsprt. 300.

NEW CASTLE COURIER-TIMES; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 415; Widths 15½", 31") (Black ink 17,000; Color 20) (Presses 3-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-M, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 1-Ha-hbfc, 1-W-sp#)

NOBLESVILLE LEDGER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 117; Widths 35", 52½", 70") (Black ink 3,625) (Presses 1-G-wf, 1-Mi-sf, 2-Wb-sf, 1-Hi-sf) (Composing 5-L, 1-M; Casters 1-M) (Casting 1-Ha-hbfc)

PERU TRIBUNE; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 368) (Presses 6-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I; TTS 1) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-AP, 1-StH; Casting G-hbfc-t#)

PLYMOUTH PILOT-NEWS; Type pg. 16¾" × 21¾"; Cols. 8 (Nwsprt. 195; Widths 33½", 16¾") (Black ink 5,040; Color 10) (Presses 4-G-wut; Controls 1-Re-dc; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 3-Ke, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-hbp-t, 1-We-hdp)

PRINCETON CLARION-DEMOCRAT; Type pg. 16½" × 21"; Cols. 9 (Nwsprt. 102; Widths 35", 52½", 70") (Black Ink 6,000) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L) (Casting 1-Ha-hbp)

RENSSELAER REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Widths 35", 70", 52¾") (Black ink 2,500) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-Str, 5-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-G-hbfc)

RICHMOND PALLADIUM-ITEM; Type pg. 16¾" × 21¾"; Cols. 8 (Nwsprt. 1,465; Widths 68", 51", 34", 17") (Black ink 50,855) (Presses 5-D-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 10-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-WF; Casting 2-EK-hbfc, 1-W-hdp#)

ROCHESTER NEWS-SENTINEL; Type pg. 16¾" × 20½"; Cols. 8 (Nwsprt. 81½"; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-G-hbp, 1-G-hbfc)

RUSHVILLE REPUBLICAN & TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 114; Widths 35", 52½", 70") (Black ink 6,000) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc) (Tyers 1-BST)

SEYMOUR TRIBUNE; Type pg. 16¾" × 22 5/16"; Cols. 8 (Nwsprt. 198; Widths 33", 16½") (Black ink 5,200; Color 75) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 1-I, 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma, 2-Sr, 2-Mo, 1-Ke) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-W-sp#, 2-Ha-hbfc)

SHELBYVILLE NEWS; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 296; Widths 16¾", 33¾") (Black ink 6,400; Color 100) (Presses 4-G-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbp, 1-G-t#, 1-Ha-hbfc) (Tyers 1-BST)

SOUTH BEND TRIBUNE; Type pg. 14 15/16" × 22½"; Cols. 8 (Nwsprt. 13,113; Widths 59") (Black ink 424,-900; Color 50,258) (Presses 18-G-wus; Controls CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 17-I, 3-M; TTS 8; Punchers 8; Photo-composers 3-I; Casters 2-M; Feeders 17-I, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-dp; Scorch'g 1-Al, 4-Ha, 4-StH; Casting 1-G-hbp#, 2-G-hbfc, 2-W-hdp#) (Stuffing 1-She-3; Tyers 2-SP)

SPENCER WORLD; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 15) (Presses 1-Me-sf) (Composing 1-I, 1-Lu) (Casting 1-EK-hbfc)

(Continued on Page 264)

"Directomat: essential FOR COLOR EXCELLENCE"

says **WILLIAM W. FYFE** *of* **THE SPOKESMAN-REVIEW AND SPOKANE DAILY CHRONICLE**

"The Spokesman-Review and Spokane Daily Chronicle have just completed the installation of one of the most completely equipped, ultra-modern newspaper plants in the nation — particularly in respect to R.O.P. color reproduction. There were, however, certain pieces of equipment that did not need to be replaced. Among these were our two Lake Erie Directomats. We are completely satisfied with the operation of these two presses and feel that without them our reproduction of full color would suffer materially."

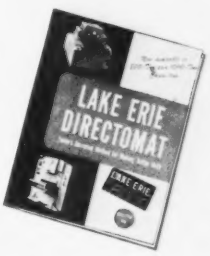
THE SPOKESMAN-REVIEW and SPOKANE DAILY CHRONICLE have long been leaders in newspaper color reproduction. The Spokesman-Review's "Inland Empire Magazine" received the last two citations awarded by the Pacific Sunday Magazine Group (1951 and 1952) for *"the greatest number of best-printed color advertisements."* During 1955, The Spokesman-Review ranked 39th among all morning and evening newspapers in R.O.P. color advertising linage. Since then, volume of full color ads in both newspapers has increased 48% (1956 over 1955). Editorially, a total of 121 full color cuts were run during 1956.

Directomat units at The Spokesman-Review and Spokane Daily Chronicle, Spokane, Washington. First unit was installed 1941; second unit, 1951.

THE SPOKANE MARKET IS 4 TIMES AS BIG AS IT LOOKS!

	Population	Families	Coverage
Spokane Market	1,108,200	344,000	5 out of 10 families
Metropolitan Area	267,800	87,500	10 out of 10 families

Send for Directomat Bulletin 349



LAKE ERIE HYDRAULIC PRESSES

LAKE ERIE MACHINERY CORPORATION, successor to

LAKE ERIE ENGINEERING CORPORATION

508 Woodward Avenue, Buffalo 17, New York

DISTRICT OFFICES IN NEW YORK, CHICAGO, DETROIT

Manufacturers of the Most Complete Line of Hydraulic Presses for All Industry

LAKE ERIE® DIRECTOMAT®

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 262)

SULLIVAN TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 65; Widths 35", 52½", 70") (Black ink 160) (Presses 1-G-wf) (Composing 3-I, 1-Lu) (Casting 1-Ha-hbfc)

TERRE HAUTE STAR & TRIBUNE; Type pg. 15 15/16" × 22¼"; Cols. 8 (Nwsprt. 4,102; Widths 64", 48", 32", 16") (Black ink 150,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu; Casters 2-El, 1-M; Feeders 9-Ke, 10-Ma, 2-Sr) (Stereo-Mould'g 1-H-r, Scorch'g 1-Ir, 1-StH; Casting 1-W-sp) (Tyers 3-Gr)

VALPARAISO VIDETTE-MESSENGER; Type pg. 15⅞" × 22¼"; Cols. 8 (Nwsprt. 205; Widths 32½", 16¼") (Black ink 6,750) (Presses 1-S-wds: Controls 1-Wg-ac) (Composing 5-L; TTS 1; Punchers 1; Casters 1-El, 1-Lu; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Ha, 1-Si; Casting 1-Ha-hbfc, 1-H-hbp)

VINCENNES SUN COMMERCIAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 506; Widths 34", 17") (Black ink 22,122) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¼") (Composing 5-L, 1-Lu; TTS 6; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-W-hdp#)

WABASH PLAIN DEALER & TIMES STAR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 227; Widths 16½", 33") (Black ink 7,200) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L; Feeders 2-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-t#, 1-Ha-hbp)

WARSAW TIMES-UNION; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 400; Widths 34", 17") (Black ink 10,920; Color 25) (Presses 1-D-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-am, 1-D-t#, 2-EK-hbp) (Tyers 1-Gr)

WASHINGTON HERALD; Type pg. 16" × 21"; Cols. 9 (Nwsprt. 101; Widths 22") (Black ink 4,756) (Presses 1-G-wds; Controls 1-Tr-ac) (Composing 4-L; Feeders 3-L, 1-Ma) (Engrav. En) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-hbp, 1-Ha-am)

WASHINGTON TIMES; Type pg. 16⅜" × 20½"; Cols. 8 (Nwsprt. 114; Widths 70", 52½", 35") (Black ink 5,134) (Presses 1-D-wf; Controls 1-Wg-ac; Cut off 22½") (Composing 3-L, 1-Lu; Casters 1-BN; Feeders 3-Lw, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

IOWA

AMES TRIBUNE; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 201; Widths 33", 16½") (Black ink 5,980; Color 100) (Presses 1-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbp, 1-G-hbfc)

ATLANTIC NEWS-TELEGRAPH; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 150; Widths 70") (Black ink 2,400) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1) (Casting 1-EK-hbfc)

BOONE NEWS-REPUBLICAN; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 151½; Widths 34") (Black ink 6,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 5-L, 1-Lu; Casters 1-El; Feeders 5-Lw, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbp-t#, 1-Ha-hbfc)

BURLINGTON HAWK-EYE GAZETTE; Type pg. 17 1/16" × 21½"; Cols. 9 (Nwsprt. 851; Widths 34", 17") (Black ink 24,889) (Presses 1-D; Controls 1-GE-ac) (Composing 6-I, 2-Lg, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-I, 6-KC, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-FOS, 1-If; Casting 1-D-t#, 1-EK-hbp)

CARROLL TIMES HERALD; Type pg. 15¼" × 21"; Cols. 8 (Nwsprt. 147; Widths 16", 32") (Black ink 5,000) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

CEDAR FALLS RECORD; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 65; Widths 35", 52¾", 70") (Black Ink 1,000) (Presses 1-D-wf; Cut off 22¾") (Composing 1-I, 2-L, 1-Lu; TTS 1; Casters 1-Un; Feeders 4-Ma) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-Ha-hbp)

CEDAR RAPIDS GAZETTE; Type pg. 14⅞" × 21¾"; Cols. 8 (Widths 63¾", 47 13/16", 31¾") (Black ink 182,336; Color 4,447) (Presses 6-G-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 12-I, 5-L, 2-Lu; Casters 2-El; Feeders 7-L, 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-StH-hbfc#, 1-W-sp, 1-W-hdp#)

CENTERVILLE IOWEGIAN & CITIZEN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 126; Widths 31") (Black ink 4,000) (Presses 1-CP, 1-D, 1-Kl, 1-Le, 1-Wb; Controls 1-CH-ac) (Composing 1-I, 3-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D; Scorch'g 1-D; Casting 1-D-sts-t)

CHARLES CITY PRESS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 120; Widths 34½", 16½") (Black ink 5,000) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G, 1-EK, D-t)

CHEROKEE TIMES & CHIEF; Type pg. 16¾" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black ink 300) (Presses 1-D-sf; Cut off 22¾") (Composing 4-I, 1-Lu; Casters 1-BN) (Engrav. FSpe)

CLINTON HERALD; Type pg. 17⅛" × 22 7/16"; Cols. 9 (Nwsprt. 1,059; Widths 68", 51", 34") (Black ink 42,000) (Presses 3-G-wus; Controls 1-CE-ac; Cut off 23 9/16") (Composing 10-L, 2-Lu; Casters 2-El; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al-ER, 1-FOS, 1-StH; Casting 1-G-hbp, 1-G-hbfc) (Tyers 1-Gr)

COUNCIL BLUFFS NONPAREIL; Type pg. 15⅞" × 22¼"; Cols. 8 (Nwsprt. 1,119; Widths 15½", 31") (Black ink 33,149) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 12-I, 2-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 14-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-G-hbp, 1-H-hbfc) (Tyers 1-Wt)

CRESTON NEWS ADVERTISER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 130; Widths 35", 52½", 70") (Black ink 4,540) (Presses 1-CP, 1-D-wf; Controls 1-Wg-ac; Cut off 22½") (Composing 2-I, 2-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

DAVENPORT DEMOCRAT & TIMES; Type pg. 15⅛" × 20½"; Cols. 8 (Nwsprt. 4,200; Widths 30", 45", 60") (Black ink 130,500; Color 12,500) (Presses 6-S-wus; Controls 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 14-L, 3-Lu; TTS 7; Punchers 8; Casters 2-El; Feeders 16-Ma; Photo Composers 2-I (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-ER, 2-StH; Casting 2-W-sp) (Tyers 1-SP)

DES MOINES REGISTER & TRIBUNE; Type pg. 15¾" × 23"; Cols. 8 (Nwsprt. 34,726; Widths 60") (Black ink 977,700; Color 142,500) (Presses 30-G-wus, Color 4-G-wdt; Controls 4-CW-ac, 6-CW-dc; Cut off 23 9/16"; Color 21½"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 30-L, 2-Lu; Casters 2-El, 3-M; Feeders 37-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 2-LE-dp; Scorch'g 1-Al, 3-StH; Casting 1-G-hbdt#, 1-H-hbfc) (Stuffing 2-She-7, 1-She-5; Tyers 1-Wal, 2-Gr)

DUBUQUE TELEGRAPH-HERALD; Type pg. 16¼" × 22½"; Cols. 8 (Nwsprt. 2,335; Widths 64") (Black ink 65,000) (Presses 4-D-wus; Controls 2-CW-ac; Cut off 22¾") (Composing 14-L, 2-Lu; TTS 3; Casters 2-El) (Engrav. FSpe, pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-ER, 1-StH; Casting 2-W-sp#) (Tyers 4-Gr)

ESTHERVILLE NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 70; Widths 17½", 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 3-Ma) (Engrav. FSpe) (Casting 1-No-hbfc)

FAIRFIELD LEDGER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 110; Widths 70", 52½", 35") (Black ink 3,000) (Presses 1-D-wf; Cut off 22¾") (Composing 4-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. En) (Casting 1-G-hbfc, 1-Ha-hbfc)

FORT DODGE MESSENGER & CHRONICLE; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 1,040; Widths 32") (Black ink 30,000; Color 150) (Presses 6-G-wus, sc; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L; Casters 1-El, 1-M; Feeders 11-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbp, 1-W-sp#)

FORT MADISON DEMOCRAT; Type pg. 16 1/3" × 21½"; Cols. 8 (Nwsprt. 150; Widths 45", 22½") (Black ink 4,000) (Presses 1-P-wds; Controls 1-AB-ac; Cut off 22½") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 5-In, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-Ha-hbfc, 1-H-hbp)

IOWA CITY IOWAN; Type pg. 15⅞" × 21"; Cols. 8 (Nwsprt. 85; Widths 34", 51") (Black ink 1,700) (Presses 1-D-sf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 1-Sr) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

IOWA CITY PRESS-CITIZEN; Type pg. 14⅞" × 21¼"; Cols. 8 (Nwsprt. 470; Widths 15¼", 30½") (Black Ink 6½ tons) (Presses 1-G-wdt; Controls CE; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 5-L, 1-Lu) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-t#)

KEOKUK GATE CITY; Type pg. 16⅞" × 21 3/16"; Cols. 9 (Nwsprt. 326; Widths 33", 16½") (Black ink 11,250; Color 112) (Presses 1-D-wut; Controls 1-Pa-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 2-StH; Casting 1-D-t#, 1-H-hbp) (Tyers 1-Gr)

MARSHALLTOWN TIMES-REPUBLICAN; Type pg. 17" × 21¼"; Cols. 9 (Nwsprt. 514.2; Widths 34½", 17¼") (Black ink 15,792) (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 22¾") (Pre-Reg. 1-StH) (Composing 9-I, 2-Lu; Casters 1-El; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc) (Tyers 1-Wt)

MASON CITY GLOBE-GAZETTE; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 1,288; Widths 62½") (Black ink 35,286; Color 900) (Presses 4-G-wus; Controls 1-CE-ac; Cut off 21½"; ROP Colors 1) (Composing 9-L, 2-Lu; Casters 1-El; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-EK-hbp, 1-W-hdp#)

MUSCATINE JOURNAL; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 338; Widths 31½", 15¾") (Black ink 9,650; Color 76) (Presses 3-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-G-t#, 1-D-hbfc) (Tyers 1-Gr)

NEWTON NEWS; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 200; Widths 33", 16½") (Black ink 8,000) (Presses 3-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 2-I, 3-L; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-BS-hbp, Ha-hbfc-t)

OELWEIN REGISTER; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 128; Widths 70", 52¾", 35") (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-router-saw, 1-Morr. Stripper)

OSKALOOSA HERALD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 225; Widths 34") (Black Ink 7,100; Color 50) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 1-Lu; Casters 1-El; Feeders 5-I, 3-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t#, Ha-hbfc)

OTTUMWA COURIER; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 850; Widths 64½", 48¾", 32¾") (Black Ink 30,000; Color 500) (Presses 4-S-wus; Controls 1-CE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 7-L, 2-Lu; Casters 1-El; Feeders 12-Mo) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-StH; Casting 1-EK-hbp-hbfc) (Tyers 1-Wt)

SIOUX CITY JOURNAL & JOURNAL-TRIBUNE; Type pg. 17 1/16" × 21½"; Cols. 9 (Nwsprt. 5,500; Widths 68¾", 50 1/16", 33⅜") (Black ink 190,000; Color 4,700) (Presses 6-S-wus; 5-JG; Controls 2-CH-ac-dc; Cut off 22¾") (Composing 6-I, 9-L, 2-Lu, 2-M; TTS 3; Punchers 1; Casters 2-M; Feeders 4-Jo, 15-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-ER, 1-FOS, 1-Sd; Casting 1-Ha-hbfc, 1-W-hdp#)

VINTON CEDAR VALLEY TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black ink 1,850) (Presses 4-CP, 2-Me, 1-Va) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

WASHINGTON JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22½") (Composing 1-I, 4-L; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Casting 1-EK-hbfc) (Tyers 1-Wt)

WATERLOO COURIER; Type pg. 17⅛" × 21"; Cols. 9 (Nwsprt. 3,421; Widths 68½", 49½", 33 3/16") (Black ink 105,205) (Presses 4-CD-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 7-I, 8-L, 2-Lu, 2-M; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 1-StH; Casting 2-WNU-sp#) (Tyers 3-Gr)

WEBSTER CITY FREEMAN-JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black ink 4,000) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El, 1-Lu; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp) (Tyers 1-Gr)

KANSAS

ABILENE REFLECTOR-CHRONICLE; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 97; Widths 35", 52½", 70") (Black ink 2,700) (Presses 1-D-wf, Cut off 22¾") (Composing 3-I, 2-L; Casters 1-M) (Stereo-Mould'g 1-Ha-r-dp; Scorch'g 2-Ha; Casting 1-Ha-hbfc)

ARKANSAS CITY TRAVELER; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 232; Widths 34", 17") (Black ink 5,400; Color 100) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 2-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t, 1-Ha-hbfc)

ATCHISON GLOBE; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 217; Widths 22½") (Black ink 4,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22½") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

AUGUSTA GAZETTE; Type pg. 14½" × 20"; Cols. 7 (Nwsprt. 30) (Presses 1-Me-sf; Controls 1-Kl-ac) (Composing 3-L, 1-Lu; Feeders 3-Mo) (Casting 1-EK-hbf#)

CHANUTE TRIBUNE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 135; Widths 30½", 15¼") (Black ink 5,000) (Presses 3-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 3-L; TTS 2; Punchers 1; Feeders 4-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Sh; Casting 1-G-t#, 1-Ha-hbfc)

CLAY CENTER DISPATCH; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black ink 2,500) (Presses 3-CP-sf, 1-D-wf, 1-Kl-sf; Controls 1-GE-ac; Cut off 22¾") (TTS 1; Punchers 1; Casters 1-El) (Scorch'g 1-Ha; Casting 1-EK-hbp)

COFFEYVILLE JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 395; Widths 33") (Black ink 16,560) (Presses 1-B, 2-CP, 1-D-wut, 1-Me; Controls 1-Sp-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 3; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-Ha-hbp)

COLUMBUS ADVOCATE; Type pg. 14½" × 20"; Cols. 7 (Nwsprt. 40; Widths 31", 46½", 62") (Presses 1-G-wf) (Composing 1-I, 1-L, 1-Lu) (Engrav. pc) (Casting 1-EK-hbfc)

CONCORDIA BLADE-EMPIRE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-A-sf, 2-CP, 1-D-wf, 1-Mi; Controls GE-dc; Cut off 22½") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Feeders 5-Ma) (Engrav. FSpe) (Casting We-hbp)

DODGE CITY GLOBE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 214; Widths 32½") (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-Un; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-#, 1-G-hbp, 1-Ha (radial router)

EL DORADO TIMES; Type pg. 16⅛" × 21"; Cols. 9 (Nwsprt. 125; Widths 17", 34") (Black ink 5,000) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-Lw, 4-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-D, 1-Ha; Casting 1-Ha-hbp)

EMPORIA GAZETTE; Type pg. 16 1/3" × 21"; Cols. 8 (Nwsprt. 290; Widths 16½", 33") (Black ink 15,000; Color 100) (Presses 4-D-wut, 1-Ky-sf, 1-Kl-sf, 1-Me-sf; Controls 1-CH-ac; Cut off 22¾") (Composing 6-Lap, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-Ha; Casting 1-G-hds-t#)

FORT SCOTT TRIBUNE-MONITOR; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 155; Widths 32", 16") (Black ink 4,950) (Presses 4-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 4-I, 1-L; TTS 2; Punchers 1; Casters 1-El; Feeders 1-L, 1-Sr) (Engrav. En) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-Ha-hbfc)

GARDEN CITY TELEGRAM; Type pg. 15¾" × 21¾"; Cols. 8, Sat. 10" × 15¾"; Cols. 5 (Nwsprt. 126; Widths 33") (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-Ma, 4-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sh; Casting 1-G-sts-t, 1-Ha-hbp) (Tyers 1-Gr)

HAYS NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 200; Widths 34") (Presses 4-D; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 2-Ma, 2-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-D-t#, 1-Ha-hbfc)

HIAWATHA WORLD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50) (Black ink 1,880) (Presses 1-A, 1-D-wus-wf-wds; Controls 1-GE-ac) (Composing 3-L, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-D-r-dp; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

HUTCHINSON NEWS; Type pg. 17 5/32" × 22"; Cols. 9 (Nwsprt. 2,700; Widths 66½", 49¾", 33¼") (Black ink 89,000) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 3-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 7-Lw, 2-Sr) (Engrav. pc, 1-Klg) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-sp#, 1-G-hbfc) (Tyers 2-Gr)

INDEPENDENCE REPORTER; Type pg. 16 1/3" × 21¼"; Cols. 8 (Nwsprt. 175; Widths 33", 16½") (Black ink 6,000; Color 75) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-KC, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbp-hbfc)

IOLA REGISTER; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 93; Widths 66", 49¾", 33") (Black ink 300) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El) (Casting 1-EK-hbfc)

JUNCTION CITY UNION; Type pg. 15¾" × 21¾"; Cols. 9 (Nwsprt. 175; Widths 34", 17") (Black ink 3,268) (Presses 4-G-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 2-Lu; TTS 2; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G-t#)

KANSAS CITY KANSAN; Type pg. 14⅞" × 20¾"; Cols. 8 (Nwsprt. 1,168; Widths 30", 15") (Black ink 43,835; Color 148) (Presses 4-G-wus, wds; 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 12-L, 1-Lu, 1-M;

(Continued on Page 266)

MANHATTAN INDUSTRIAL CONTRACTING CO., INC.

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Globe

BOSTON GLOBE, Boston, Mass.
In progress — transport, rig and erect 47 new Hoe units, 7 folders, 7 color arrangements, complimentary reels, tensions and pasters, Cutler Hammer Newspaper Dispatch Conveyor; move, rig and install entire stereotype, linotype, photographic, city and sports departments over one weekend.

Middletown Times Herald

MIDDLETOWN TIMES HERALD, Middletown, N. Y.
In progress—dismantle, move and erect 4 Scott units, 2 folders and miscellaneous stereotype equipment.

The Condé Nast Publications Inc.

Greenwich, Conn.
Recently installed — new Hoe magazine press with lower folder.

NW NE SW SE

Long Island Daily Press

LONG ISLAND DAILY PRESS, Jamaica, N.Y.
Recently installed — 6 new Goss units; 1 double delivery folder with upper former, reels, tensions and pasters; 2 half-color decks.

Elizabeth Daily Journal

ELIZABETH DAILY JOURNAL, Elizabeth, N.J.
Recently completed — installation over three weekends — 1 new Goss Color half-decks and skip slitter.

Newsday

NEWSDAY, Garden City, N. Y.
In progress — rig and install five new Wood units with reels, tensions and pasters plus one double folder.

The Herald-Dispatch

THE HERALD-DISPATCH, Huntington, W.Va.
To be installed — 4 new Wood units with reels, tensions and one folder plus one color couple.

New York World-Telegram The Sun

Brooklyn, N. Y. plant
In progress — warehouse trucking — install, repair and alter 16 Goss units with reels, tension and pasters plus three folders.

Orlando Sentinel

ORLANDO SENTINEL STAR, Orlando, Fla.
In progress—rig and install 8 new Hoe units with 2 color arrangement, reels, tensions and pasters plus double former, double delivery and balloon former.

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 264)
Casters 1-El, 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-StH, 1-WF; Casting 2-G-hbfc-hbdt-hbp)

LARNED TILLER & TOILER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black ink 1,825) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 1-I, 2-L; Casters 1-El; Feeders 3-Ma) (Engrav. pc) (Casting 1-EK-hbp, 1-EK-hbfc)

LAWRENCE JOURNAL-WORLD; Type pg. 18½" × 21"; Cols. 8 (Nwsprt. 400; Widths 16½", 33") (Black ink 14,800) (Presses 1-D-wdt; Controls 1-GE-ac) (Composing 4-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 7-Mo, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbfc) (Tyers 1-Gr)

LEAVENWORTH TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 326; Widths 33", 16½") (Black ink 12,500) (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-I, 3-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-t#)

LIBERAL SOUTHWEST TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 125; Widths 70", 35", 52½") (Black ink 5,000) (Presses 4-D-wut, 2-G-wf; Controls 1-Wg-ac; Cut off 22¼") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Jo, 3-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

LYONS NEWS; Cols. 8((Nwsprt. 35; Widths 35") (Black ink 800) (Presses 1-D) (Composing 2-L; TTS 1; Punchers 1) (Casting 1-EK)

MCPHERSON REPUBLICAN; Type pg. 14¾" × 21"; Cols. 8 (Nwsprt. 106; Widths 32", 48", 64") (Black ink 3,550) (Presses 1-D-wf) (Composing 4-L; TTS 2; Punchers 2) (Engrav. pc)

MANHATTAN MERCURY; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 300; Widths 33") (Black ink 10,800; Color 120) (Presses 4-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-Ha-hbfc)

NEWTON KANSAN; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 130; Widths 32") (Black ink 7,000; Color 200) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Lu; Casters 1-M; Feeders 6-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM, 1-StH; Casting 1-D-t, 1-EK-hbfc)

NORTON TELEGRAM; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 17") (Black ink 1,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-L) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

OTTAWA HERALD; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 146; Widths 30", 17") (Black ink 6,000) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 2-L; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-Ha; Casting 1-D-t#, 1-EK-hbp)

PARSONS SUN; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 291; Widths 30", 17") (Black ink 10,000; Color 100) (Presses 4-D-wut; Controls 1-CW-ac; ROP Colors 1) (Composing 2-I, 3-L, 1-Lu; TTS 2; Casters 1-El; Feeders 7-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-G-hbp)

PITTSBURG HEADLIGHT & SUN; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 494; Widths 33", 16½") (Black ink 12,600; Color 110) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma, 2-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd; Casting 1-D-hbp, 1-D-t, 1-G-hbfc)

PRATT TRIBUNE; Type pg. 16¼" × 21½"; Cols. 9 (Nwsprt. 130; Widths 34") (Black ink 5,000; Color 10) (Presses 2-D-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp-sts-t#, 1-G-hbfc#)

SALINA JOURNAL; Type pg. 17¼" × 21½"; Cols. 9 (Nwsprt. 1,149; Widths 67") (Black ink 32,230) (Presses 2-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 9-L; TTS 4; Punchers 2; Casters 1-El; Feeders 1-Ma, 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-Gr)

TOPEKA CAPITAL & STATE JOURNAL; Type pg. 14¾" × 20½"; Cols. 8 (Nwsprt 5,805) (Black ink 185,000; Color 3,600) (Presses 8-H-wds; Controls 2-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 4-I, 15-L, 1-Lu; Casters 2-El, 2-M; Feeders 24-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 4-Gr)

WELLINGTON NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 102; Widths 35", 52½", 70") (Black ink 320) (Presses 1-D-wf; Controls GE; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g Ha; Casting 1-EK, 1-Miro-Matic Rotary Shaver)

WICHITA BEACON; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 8,429; Widths 59½") (Black ink 320,000; Color 6,000) (Presses 8-G-wus, wds; Color-G; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 10-I, 7-L, 2-M; Casters 2-M; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 3-StH, 1-Si; Casting 1-H-hbfc, 1-StH-hbfc#, 2-W-hdp#) (Tyers 4-Gr, 1-Wt)

WICHITA EAGLE; Type pg. 14 15/16" × 22½"; Cols. 8 (Nwsprt. 15,757; Widths 60", 30", 45") (Black ink 391,582; Color 22,992) (Presses 10-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 20-L, 1-Lu; Casters 4-El; Feeders 4-Lw, 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 2-W-hdp#) (Tyers 1-SP)

WINFIELD COURIER; Type pg. 15¾" × 20¼"; Cols. 9 (Nwsprt. 180; Widths 16", 32") (Black ink 5,000; Color 200) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-StH; Casting 1-Ha-hbp)

KENTUCKY

ASHLAND INDEPENDENT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 1,028; Widths 32") (Black ink 3,000; Color 110) (Presses 7-D-wut; Controls 1-Wg; Cut off 22¾"; ROP Colors 3) (Composing 9-Lap, 1-Lu; TTS; Casters 1-El) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D; Scorch'g 1-FOS, 1-StH; Casting 1-D-hbp-hbfc-t#)

BOWLING GREEN PARK CITY NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 412½; Widths 32½") (Black ink 14,000; Color 300) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ke, 2-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-hbp-hbfc-t#)

CORBIN TRIBUNE & TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 70; Widths 70") (Presses 1-CP, 1-CD-wf) (Composing 4-L, 1-M; TTS 1; Casters 1-M; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

FRANKFORT STATE JOURNAL; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 175; Widths 70") (Black ink 6,000) (Presses 1-G-cot; Controls 1-CE-ac) (Composing 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Scorch'g Ha; Casting 1-EK)

FULTON LEADER; Type pg. 16¾" × 20"; Cols. 8 (Nwsprt. 35; Widths 35", 52½", 70") (Black ink 75 Gal.) (Presses 1-B-sf, 2-CP, 1-G; Controls 1-CH-ac; Cut off 21½") (Composing 3-L) (Casting 1-Ha-hbp)

GLASGOW TIMES; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 67; Widths 35", 52½", 70") (Black ink 3,100) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-BN) (Casting 1-Ha-hbp)

HARLAN ENTERPRISE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 125; Widths 31", 15½") (Black ink 4,469) (Presses 1-H-wds; Controls 1-K-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-M; Feeders 3-Ke, 3-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH) (Casting 1-EK-hbfc, 1-H-hbp)

HENDERSON GLEANER & JOURNAL; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt 189.5; Widths 32", 16") (Black ink 11,085) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 23 9/16") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-StH, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp)

HOPKINSVILLE KENTUCKY NEW ERA; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. 270; Widths 34", 51", 68") (Presses 2-H-wus; Controls 1-GE-ac; Cut off 21½") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp)

LEXINGTON HERALD & LEADER; Type pg. 14 15/16" × 21½"; Cols. 8 (Nwsprt. 4,461; Widths 30", 45", 60") (Black ink 197,030; Color 1,800) (Presses 4-G-wus; Color 1-G; Controls 1-CW-ac, 1-CE-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 12-L, 2-Lu; Casters 2-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-hdp#, 2-G-hbfc) (Tyers 2-Gr)

LOUISVILLE COURIER-JOURNAL & TIMES; Type pg. 15 7/16" × 22 3/16"; Cols. 8 (Nwsprt. 46,159; Widths 62", 46½", 31") (Black ink 1,339,770; Color 33,803) (Presses 16-G-wus, 8-H-wus; Controls 4-CW-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 45-L, 4-Lu, 1-M; Casters 3-El, 4-M; Feeders 57-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-Al, 3-HM, 4-StH; Casting 2-H-hbfc, 3-W-am, 1-W-jr, 3-W-hds#) (Tyers 3-SP)

MADISONVILLE MESSENGER; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 188; Widths 34", 17") (Black ink 2,900) (Presses 1-G-wdt; Controls 1-CH-ac) (Composing 3-I, 1-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-G-sts, 1-G-t#)

MAYFIELD MESSENGER; Type pg. 16 9/16" × 20¾"; Cols. 8 (Nwsprt. 110; Widths 70") (Black ink 4,800) (Presses 1-G-wf; Cut off 22½") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Ke, 2-Ma) (Engrav. pc) (Scorch'g Ha; Casting 1-Ha-hbfc)

MAYSVILLE PUBLIC LEDGER; Type pg. 16.577" × 21"; Cols. 8 (Nwsprt. 90; Widths 70", 52½", 35") (Black ink 3,000) (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 2-L, 1-Lu; Casters 1-BN) (Casting 1-EK-hbp)

MIDDLESBORO NEWS; Type pg. 15¼" × 21⅛"; Cols. 8 (Nwsprt. 176; Widths 62", 46½", 31") (Black ink 4,900) (Presses 2-G-wus; Color-G; Controls 1-CW-ac; Cut off 22¾"; ROP Colors) (Composing 5-I; TTS 1; Punchers 1; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH) (Casting 1-EK-hbp, 1-No)

OWENSBORO MESSENGER & INQUIRER; Type pg. 15.66" × 21½"; Cols. 8 (Nwsprt. 1,470; Widths 31", 15½") (Black ink 57,000; Color 1,000) (Presses 10-D-wdt; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-D-t#, 1-EK-hbp)

PADUCAH SUN DEMOCRAT; Type pg. 14 29/32" × 21 13/16"; Cols. 8 (Nwsprt. 1.547; Widths 32", 16", 31¼", 15⅝") (Black ink 5,000; Color 500) (Presses 6-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-Lap, 1-Lu; Casters 2-El; Feeders 12-Ma, 2-Sr) (Stereo-Mould'g 1-G-r, Scorch'g 1-StH; Casting 1-G-hbfc#, 1-G-hdp#) (Tyers 1-Gr)

PARIS ENTERPRISE; Nwsprt. 120; (Black ink 10 bbls.)

RICHMOND REGISTER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Black ink 2,000) (Presses 1-G-wus; Controls 1-CW-ac) (Composing 2-I, 2-L, 1-Lu; TTS 1; Casters 1-Un; Feeders 2-Mo) (Engrav. FSpe) (Casting 1-Ha-hbp)

WINCHESTER SUN; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 70") (Presses 3-CP, 1-D-wf, 2-Kl) (Composing 5-L, 1-Comet; TTS 2; Casters 1-El; Feeders 3-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Casting 1-Ha)

LOUISIANA

ALEXANDRIA TOWN TALK; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 1,500; Widths 31", 15½") (Presses 4-D-wut, 5-D-wdt; Controls 2-CW-ac; Cut off 22¾") (Composing 11-L; TTS 6; Punchers 3; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH, 1-AP; Casting 1-D-t#, 2-Ha-hbfc)

BATON ROUGE ADVOCATE & STATE-TIMES; Type pg. 15.56" × 21.9"; Cols. 8 (Nwsprt. 6,250; Widths 62") (Black ink 209,730; Color 10,766) (Presses 6-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 1-I; TTS 4; Casters 2-El, 1-M; Feeders 22-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r, 1-G-r; Scorch'g 1-ER, 1-Si, 2-StH; Casting 1-W-hds, 1-G)

BOGALUSA NEWS; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 190; Widths 45½", 22¾") (Black ink 7,000) (Presses 1-S-wds; Controls 1-CE-ac; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-BN; Feeders 1-BN, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-W-r; Scorch'g 2-AP; Casting 1-Ha-hbfc, 1-S-hbp)

CROWLEY SIGNAL; Type pg. 16¾" × 22"; Cols. 8 (Nwsprt. 165; Widths 47", 23½") (Presses 1-G-wus; Controls 1-GE-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-G-hbp, 1-G-hbfc)

JENNINGS NEWS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 75; Widths 70", 52½", 35") (Black ink 2,600) (Presses 1-G-wf) (Composing 3-L; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

LAFAYETTE ADVERTISER; Type pg. 16 1/8" × 20½"; Cols. 8 (Nwsprt. 900; Widths 64", 48", 32") (Black ink 3 000; Color 300) (Presses 2-H-wus-Color 1-H-wus; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 9-L; TTS 4; Punchers 3; Casters 2-El) (Stereo-Mould'g 1-G; Scorch'g 1-ER, 1-StH; Casting 1-W-sp, 1-H-hbp)

LAKE CHARLES AMERICAN PRESS; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 1,900; Widths 64", 48", 32") (Presses 6-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 7-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbfc-hds, 1-W-sp#) (Tyers 1-Gr)

MONROE WORLD & NEWS-STAR; Type pg. 15 11/32" × 21¾"; Cols. 8 (Nwsprt. 2,300; Widths 46½", 62", 31") (Black ink 90,040; Color 1,200) (Presses 4-D; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 13-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 2-M; Feeders 17-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si, 1-StH; Casting 1-G-hbp, 1-G-hbfc) (Tyers 1-Gr)

NEW IBERIA IBERIAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 210; Widths 34", 17") (Black ink 60,000) (Presses 2-S-wdt; Controls 1-AC-ac; Cut off 23 9/16") (Composing 2-I, 3-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 3-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Si; Casting 1-Ha-hbp, 1-S-am-sts-sp-t)

NEW ORLEANS ITEM; Type pg. 14 15/16" × 21 13/16"; Cols. 8 (Nwsprt. 8,100; Widths 60") (Black ink 329,500; Color 2,200) (Presses 8-S-wus; Color S; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 20-L, 2-Lu; Casters 2-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-StH; Casting 2-S-jr, 1-S-sts#) (Tyers 1-SP)

NEW ORLEANS TIMES-PICAYUNE & STATES; Type pg. 14⅞" × 21½"; Cols. 8 (Nwsprt. 41,534; Widths 60", 45", 44", 30", 29") (Black ink 1,187,320; Color 147,719) (Presses 24-H-wus; Controls 3-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 37-I, 3-L, 2-Lu; TTS 4; Punchers 5; Casters 2-El; Feeders 47-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 1-AP, 2-FOS, 1-Ir, 4-StH; Casting 2-H-hbp, 2-H-hbfc, 3-W-jr, 1-W-sts, 2-W-hds) (Stuffing 3-Shc-21; Tyers 3-SP)

OPELOUSAS WORLD; Type pg. 10¼" × 16"; Cols. 5 (Nwsprt. 360; Widths 34", 17") (2-Wb-offset) (Composing 2-L, 4-JUS; TTS 1; Punchers 1)

RUSTON LEADER; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 50; Widths 52", 70") (Black ink 1,000) (Presses 1-D-wf; Controls 1-IC-ac; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ke) (Engrav. FSpe) (Scorch'g 1-HM; Casting 1-No-hbfc)

SHREVEPORT TIMES & JOURNAL; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 12,060; Widths 64", 48", 32") (Presses 6-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 34-L, 3-M; Casters 4-M; Feeders 40-Ma, 1-Sr) (Stereo-Mould'g 2-G-r; Scorch'g 2-Si, 3-StH, 1-Cm, 1-FOS, 1-No; Casting 2-StH-hbfc#, 3-W-hdp#) (Tyers 1-SP)

MAINE

AUGUSTA KENNEBEC JOURNAL; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 500; Widths 31½") (Black ink 2,000; Colors 100) (Presses 16-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 12-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 2-Sr, 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-Sd; Casting 1-D-t#, 1-Ha-hbfc)

BANGOR NEWS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 3,969; Widths 31½", 47¼", 63") (Black ink 135,144; Color 1,226) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 18-L, 1-T; TTS 3; Casters 1-El; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-H-hbp, 1-H-hbfc) (Tyers 3-Gr)

BATH TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 63; Widths 35", 52½", 70") (Black ink 2,300) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Feeders 4-Ma) (Casting 1-EK-hbfc)

BIDDEFORD JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 218; Widths 35", 52¾", 70") (Black ink 7,310) (Presses 1-D-wf; Cut off 22½") (Composing 6-L, 1-Lu; TTS; Casters 1-El; Feeders 1-Ke, 5-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 2-Ha-hbfc)

LEWISTON SUN & JOURNAL; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 2,100; Widths 67", 50¼", 33½") (Black ink 58,432) (Presses 4-D-wut; Controls 1-CH-ac, 1-GE-ac; Cut off 22¾") (Composing 3-I, 10-L, 2-Lu; TTS 3; Casters 2-El; Feeders 17-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 3-AP; Casting 1-D-t#, 1-H-hbfc)

PORTLAND PRESS-HERALD & EXPRESS; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 6,480; Widths 60") (Black ink 205,639; Color 2,400))Presses 8-H-wus; Controls 1-CH-ac, 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-I, 14-L, 2-M; TTS 2; Casters 2-M; Feeders 21-Ma, 6-Sr) (Engrav. pc) (Stereo-Mould'g 2-D-r; Scorch'g 2-StH; Casting 1-G-hbfc, 2-W-hdp#)

WATERVILLE SENTINEL; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 800; Widths 31½") (Black ink 32,000; Color 715) (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 4-L, 1-Lu; TTS 1;Punchers 1; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-hbp-hbfc#) (Tyers 1-Gr, 1-Wt)

(Continued on Page 270)

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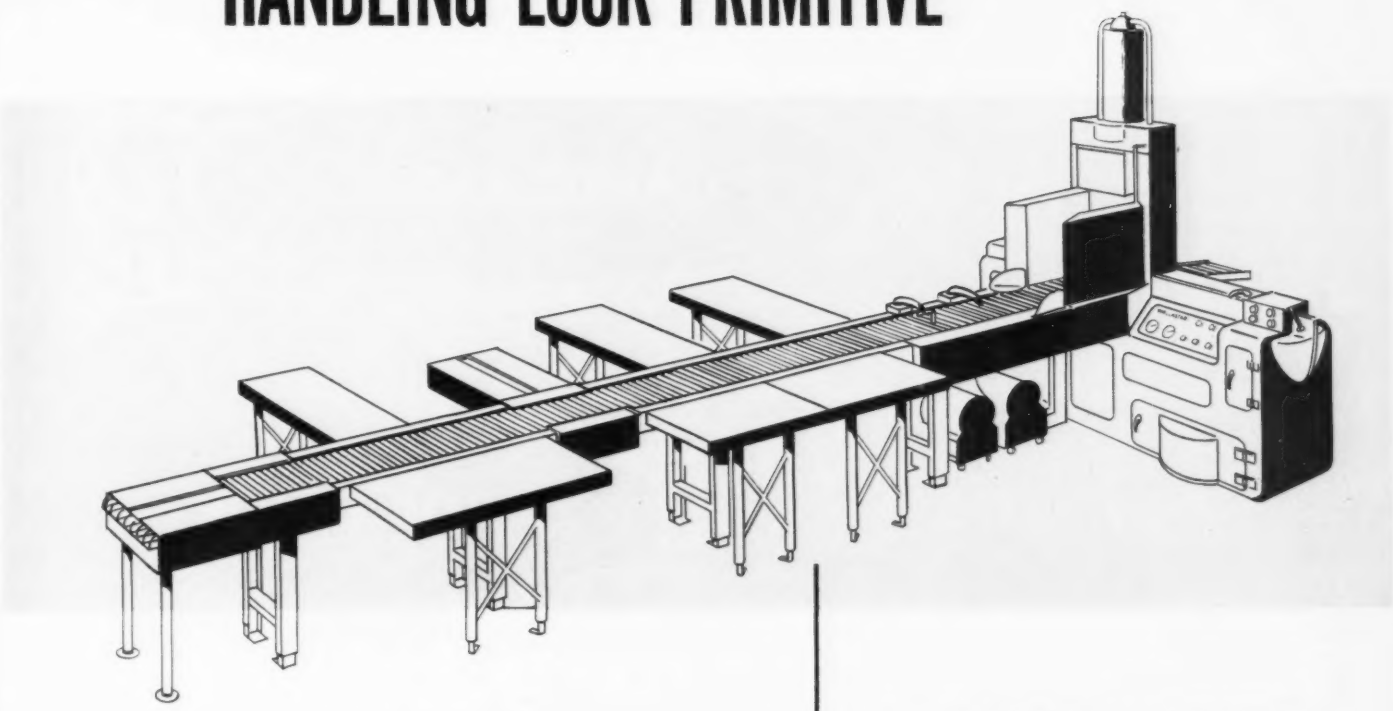

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 266)

MARYLAND

ANNAPOLIS CAPITAL; Type pg. 16 5/6" × 22¼"; Cols. 9 (Nwsprt. 457; Widths 17", 34") (Black ink 13,332; Color 40) (Presses 2-CP-sf, 1-G-wds, 3-Ky-sf, 1-Mi-sf; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 2-Lu; Casters 1-El; TTS 3; Punchers 2; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si, 1-StH; Casting 1-Ha-hbfc, 1-No-hbfc, 1-W-sp#)

BALTIMORE NEWS-POST & AMERICAN; Type pg. 14⅞" × 20½"; Cols. 8 (Widths 60", 45", 30") (Presses 32-G-wds; Color 12-H-wds; Controls 8-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 39-I, 4-Lu; Casters 3-M, 1-El; Feeders 43-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-If, 3-StH; Casting 1-G, 1-W-hbp, 1-H-hbdt, 2-H-hbfc, 2-W-am, 1-W-jr, 3-W-sts) (Stuffing 1-She-8; Tyers 4-SP)

BALTIMORE SUN; Type pg. 14⅞" × 21⅛"; Cols. 8 (Nwsprt. 56,727; Widths 60") (Black ink 1,586,019) (Presses 36-H-wus; Color 12-H-wus, 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 54-L, 3-Lu; TTS 3; Punchers 4; Casters 3-El, 1-M; Feeders 54-Ma) (Stereo-Mould'g 2-H-r; Scorch'g 4-StH; Casting 5-W-am#-hds#) (Stuffing 1-She-8; Tyers 4-SP)

CAMBRIDGE BANNER; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 150; Widths 33", 16½") (Presses 3-G-wds; Controls CE; Cut off 22¾") (Composing 3-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D; Scorch'g AP; Casting 1-G-hbfc, 1-Ha-hbfc)

CUMBERLAND TIMES & NEWS; Type pg. 14½" × 22"; Cols. 8 (Nwsprt. 2,000; Widths 60", 45", 30") (Black ink 70,000; Color 650) (Presses 4-D-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 13-L, 2-Lu; TTS 2; Casters 1-El, 1-M; Feeders 17-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 2-FOS, 2-StH; Casting 1-D-hbp, 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Sp, 2-Gr)

FREDERICK NEWS & POST; Type pg. 16 1/3" × 21 1/3"; Cols. 8 (Nwsprt. 700; Widths 34") (Black ink 24,000) (Presses 1-D-wdt, 1-G-wdt; Controls 2-CW-ac) (Composing 7-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 10-KC) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-EK-hbfc, 1-G-t)

HAGERSTOWN HERALD & MAIL; Type pg. 14 15/16" × 21¾"; Cols. 8 (Nwsprt. 1,482; Widths 60", 45", 30") (Black ink 42,754) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; TTS 1; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-H-hbfc, 1-W-hbp, 1-W-hdp) (Tyers 2-Gr, 1-Crawford)

SALISBURY TIMES; Type pg. 15⅛" × 22½"; Cols. 8 (Nwsprt. 1,250; Widths 62") (Black ink 43,000) (Presses 6-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 10-L, 2-Lu; TTS 4; Punchers 2; Casters 2-El; Feeders 14-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-ER, 1-FOS, 1-StH; Casting 1-EK-hbp, 1-W-sp)

MASSACHUSETTS

ATHOL NEWS; Type pg. 15¾" × 20¾"; Cols. 8 (Nwsprt. 225; Widths 33", 49½", 66") (Black Ink 5,000) Presses 1-D-wf; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-EK-hbfc)

ATTELBORO SUN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 407; Widths 32½", 16¾") (Black Ink 19,000; Color 150) (Presses 8-G-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 2-El; Feeders 10-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-G-hbfc-t#)

BEVERLY TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 400) (Black Ink 11,000) (Presses 4-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbfc, 1-W-hbp, 1-W-jr#)

BOSTON RECORD, AMERICAN; Type pg. 9 15/16", 15⅞" × 14½", 20½"; Cols. 5, 8 (Nwsprt. 42,227; Widths 62½", 46¾", 31¼", 59", 44¾", 29½") (Black ink 1,756,687; Color 43,597) (Presses 24-H-wus, 4-Va-sf, 8-W-wus; Controls 4-CH-ac, 5-GE-ac, 2-CH-dc; Cut off 21½"; ROP Colors 1) (Composing 9-I, 46-L, 4-Lu, 2-M; Casters 2-El, 2-M; Feeders 65-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 4-StH; Casting 2-G-hbp, 1-H-hbfc, 4-W-am, 2-W-sts, 1-W-hds) (Tyers 2-SP, 6-Eby)

BOSTON CHRISTIAN SCIENCE MONITOR; Type pg. 15 9/16" × 21⅛"; Cols. 8 (Nwsprt. 6,232; Widths 63", 47 5/16", 31½", 15¾") (Black Ink 241,232; Color 8,526) (Presses 10-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 19-I, 13-L, 1-Lu, 1-T; Casters 2-M; Feeders 1-I, 34-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 4-StH; Casting 2-W-am, 2-W-hds) (7-Mail Mach.)

BOSTON GLOBE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 40,000; Widths 61½") (Black Ink 1,481,411; Color 12,909) (Presses 32-H; Controls 1-GE-ac, 1-GE-dc; Cut off 23 9/16") (Composing I, L, M, T) (Stereo-Mould'g 2-H-r; Scorch'g 1-AP, 1-Ir, 5-StH; Casting W-am-jr-hds) (Tyers 3-SP)

BOSTON HERALD & TRAVELER; Type pg. 14⅞" × 21¾"; Cols. 8 (Nwsprt. 46,000; Widths 59", 44¾", 29½") (Black Ink 1,405,000; Color 19,200) (Presses 32-S; Controls 3-CH-ac, 5-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 31-I, 27-L, 2-Lu, 3-M; TTS 5; Punchers 5; Casters 4-M; Feeders 67-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 5-StH; Casting 4-H-hbfc#, 4-W-am-hds-sp)

BROCKTON ENTERPRISE & TIMES; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 2,921; Widths 62", 46½", 30¾") (Black Ink 80,000; Color 500) (Presses 4-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 18-L; Casters 2-El; Feeders 24-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-W-sp#) (Tyers 2-Gr)

HYANNIS CAPE COD STANDARD-TIMES; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 477; Widths 33", 16½") (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-t#, 1-EK-hbfc, 1-H-hbfc, 1-G-t#) (Tyers 2-Wt)

CHELSEA RECORD; Type pg. 15½" × 20½"; Cols. 8 (Nwsprt. 89; Widths 66", 49¾", 33") (Black Ink 7,200) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 1-I, 5-Sr) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-H-hbfc)

CLINTON ITEM; Type pg. 16⅛" × 20½"; Cols. 8 (Nwsprt. 75; Widths 35", 52¾", 70") (Black Ink 2,500); (Presses 1-CP-sf, 1-D-wf, 1-Ki-sf, 1-Me-sf, 1-Wh-sf) (Composing 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 1-Sr) (Stereo-Mould'g 1-G; Scorch'g 1-Ha; Casting Ha)

FALL RIVER HERALD NEWS; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 2,808; Widths 31", 46½", 62") (Black Ink 110,000; Color 500) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 19-I, 2-Lu; Casters 2-El; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 2-H-hbfc, 2-W-sp) (Tyers 3-Gr)

FITCHBURG SENTINEL; Type pg. 16 7/16" × 21¼"; Cols. 8 (Nwsprt. 725; Widths 16½", 33") (Black Ink 25,000) (Presses 2-G-wut; Controls 2-CH-ac; Cut off 22¾") (Composing 2-L, 1-Lu; Casters 1-El, 1-M; Feeders 13-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-EK-hbfc)

FRAMINGHAM NEWS; Type pg. 15 9/32" × 21¼"; Cols. 8 (Nwsprt. 360; Widths 64", 48", 32") (Black Ink 14,000) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 7-Lg, 1-Lu; Casters 1-El; Feeders 2-Lw, 6-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-AP, 1-StH; Casting 1-H-hbfc, 1-W-sp)

GARDNER NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 225; Widths 50¾", 67½", 33¾") (Black Ink 900) (Presses 1-D-E-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-Lu, 6-L; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha)

GLOUCESTER TIMES; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 255; Widths 34", 17") (Black Ink 600) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-Ha-hbp)

GREENFIELD RECORDER-GAZETTE; Type pg. 15¼" × 21⅛"; Cols. 8 (Nwsprt. 546; Widths 32", 16") (Black Ink 18,656; Color 375) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 6-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t#, 1-H-hbp) (Tyers 1-Wt)

HAVERHILL GAZETTE; Type pg. 16¾" × 20½"; Cols. 9 (Nwsprt. 805.5; Widths 67", 50½", 33½") (Black Ink 29,500) (Presses 3-H-wus; Controls 2-GE-ac; Cut off 21½") (Composing 6-I, 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 14-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-EK-hbfc, 2-H-hbp); (Tyers 2-Gr)

HOLYOKE TRANSCRIPT-TELEGRAM; Type pg. 15⅞" × 22½"; Cols. 8 (Nwsprt. 1460.7; Widths 64", 48", 32", 16") (Black Ink 54,640; Color 160) (Presses 4-G-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 4-I, 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-MTO, 1-StH; Casting 1-W-sp#, 2-G-hbfc-1#)

LAWRENCE EAGLE & TRIBUNE; Type pg. 16¾" × 21 3/16"; Cols. 9 (Nwsprt. 2,500; Widths 67", 50¾", 33½") (Black Ink 96,000) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-I, 5-L, 2-Lu; Casters 2-El; Feeders 4-I, 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 2-FOS; Casting 1-W-hdp#) (Tyers 2-Wt)

LAWRENCE SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 89; Widths 34", 17") (Black Ink 6,000) (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 3-L, 1-Lu) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-Ha-hbfc)

LEOMINSTER ENTERPRISE; Type pg. 16 7/12" × 22¾"; Cols. 8 (Nwsprt. 138; Widths 65", 48¾", 32½") (Black Ink 4,200) (Presses 1-D-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Casting 1-BS-hbp, 1-Ha-hbp-sts, 1-H-hbp)

LOWELL SUN; Type pg. 16 5/16" × 21"; Cols. 8 (Nwsprt. 2,974; Widths 66½", 49¾", 33¾", 16¾") (Presses 5-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-I, 14-L, 2-Lu; Casters 3-El, 10-I, 16-Ma, 3-Sr) (Feeders 30-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH, 1-FOS; Casting 2-H-hbp#, 1-Ha-hbfc, 1-H-hbfc#)

LYNN ITEM; Type pg. 15" × 22"; Cols. 8 (Nwsprt. 1,350; Widths 64", 48", 32") (Black Ink 50,000) (Presses 3-H-wus; Controls 1-GE-ac, 1-GE-dc; Cut off 23 9/16") (Composing 15-I, 2-Lu, 1-Lap; Casters 1-El; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-dp; Scorch'g 1-FOS, 2-StH, 1-AP; Casting 1-H-hbp, 1-H-hbfc, 1-H-sp#)

MALDEN NEWS; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 300; Widths 32", 16") (Black Ink 6,500; Color 1,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 9-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Gr)

MEDFORD MERCURY; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 265; Widths 32", 16") (Black Ink 6,000; Color 1,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 9-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t#, 1-hbp, 1-Ha-hbfc) (Tyers 1-Gr)

MILFORD NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 175; Widths 45", 22½") (Black Ink 5,000) (Presses 3-S-wds; Controls 1-Wg; Cut off 22¾") (Composing 4-L, 1-Lu, 1-I; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ke, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 2-H-hbfc, 1-W-sp, 1-Ha-hbp)

NEW BEDFORD STANDARD-TIMES; Type pg. 16¾" × 21⅞"; Cols. 8 (Nwsprt. 4,561; Widths 66", 49½", 33") (Black Ink 137,665; Color 993) (Presses 6-D-wus; Controls 2-GE-ac; ROP Colors 1) (Composing 21-L, 2-Lu; TTS 3; Punchers 1; Casters 2-El, 1-M; Feeders 24-Ma, 2-Sr) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-ER, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#) (Tyers 3-Gr)

NEWBURYPORT NEWS; Type pg. 16⅛" × 21"; Cols. 8 (Nwsprt. 160; Widths 35", 52¾", 70") (Presses 1-D-wf; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Casting 1-Ha-hbp)

NORTH ADAMS TRANSCRIPT; Type pg. 17.5" × 22"; Cols. 9 (Nwsprt. 567; Widths 70") (Presses 3-G-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 7-Lap; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-H-hbp)

NORTH ATTLEBOROUGH CHRONICLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 131; Widths 34") (Black Ink 6,000) (Presses 1-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 4-Ke, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H; Scorch'g 1-AP, 1-FOS; Casting 1-G-t#) (Tyers 1-In)

NORTHAMPTON GAZETTE; Type pg. 16 7/12" × 21¾"; Cols. 8 (Nwsprt. 600; Widths 33½") (Black Ink 14,560) (Presses 5-H-wus; Controls GE-ac; Cut off 21½" Pre-Reg. 1-StH) (Composing 10-I, 2-Lu; TTS2; Casters 1-El; Feeders 10-I, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r, Scorch'g 2-FOS, 1-StH; Casting Bk-hds, EK, StH, W-hdp) (Tyers 1-Gr)

PITTSFIELD BERKSHIRE EAGLE; Type pg. 16¾" × 21 5/16"; Cols. 8 (Nwsprt. 1,862; Widths 65", 48¾", 32½") (Black Ink 53,000) (Presses 6-H-wus; Controls 2-CW-ac; Cut off 22¾") (Composing 6-I, 11-L; TTS 2; Casters 2-M; Feeders 1-I, 19-Ma, 2-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH) (Casting 1-EK-hbfc, 1-W-sp#)

QUINCY PATRIOT-LEDGER; Type pg. 16¾" × 21½"; Cols. 9 (Nwsprt. 2,400; Widths 34", 17") (Black Ink 80,000; Color 1,000) (Presses 11-D-wut; Controls CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 18-L, 2-Lu; Casters 2-El; Photo Composers 2-Ph; Feeders 2-I, 11-Ke, 2-Lw, 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g D-dp; Scorch'g 3-FOS, 1-StH; Casting D-t, F-hbp)

SALEM NEWS; Type pg. 14½" × 21"; Cols. 8 (Nwsprt. 1,100; Widths 62", 46½", 31") (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 2-I, 15-L, 2-Lu; Casters 1-M, 1-El; Feeders 19-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS, 1-StH; Casting 1-W-hds)

SOUTHBRIDGE NEWS; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 90-100; Widths 16", 32") (Black Ink 2,250) (Presses 3-G-wus) (Composing 4-L; Casters 1-El) (Engrav. Klg) (Casting Km)

SPRINGFIELD NEWS-UNION & REPUBLICAN; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 174; Widths 54", 32", 48") (Black Ink 57,521) (Presses 5-G-wus, 5-H-wus; Controls 1-CW-ac, 1-GE-ac; Cut off 22¾") (Composing 46-I, 1-L, 1-Lu; TTS 2; Punchers 2; Casters 2-El, 2-M) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 2-StH; Casting 2-G-sts, 2-H-hbp, 2-StH#, 2-W-sp-hdp, 1-Prem. Rot. Shaver) (Stuff. Mach. 2-Hv-9) (Tyers5-Gr)

TAUNTON GAZETTE; Type pg. 16 5/6" × 21¾"; Cols. 9 (Nwsprt. 449.50; Widths 34", 17") (Black Ink 17,000) (Presses H-wds; Controls 1-GE-ac; Cut off 21½") (Composing 10-L; TTS 2; Casters 1-El; Feeders 7-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-BST)

WAKEFIELD ITEM; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 132; Widths 33", 49¾", 66") (Black Ink 5,670) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 1-I, 5-L, 2-Lu; Casters 1-El) (Scorch'g 1-AP; Casting 1-Ha-hbfc) (Tyers 1-Gr)

WALTHAM NEWS-TRIBUNE; Type pg. 15⅞" × 21"; Cols. 8 (Nwsprt. 900; Widths 16½", 33") (Black Ink 29,000; Color 1,250) (Presses 5-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 5-L, 2-Lu; Casters 2-M; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-t, 2-G-hbfc, 1-H-hbfc)

WOBURN TIMES; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 125; Widths 63", 49¾", 35") (Black Ink 3,670) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. En) (Casting 1-EK-hbfc)

WORCESTER TELEGRAM & GAZETTE; Type pg. 14 15/16" × 21¾"; Cols. 8 (Nwsprt. 14,200; Widths 60", 45", 30") (Black Ink 540,000; Color 9,000) (Presses 12-S-wus; Controls 4-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 29-L, 2-Lu; Casters 1-El, 2-M; TTS 8; Punchers 3; Feeders 36-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-FOS, 4-StH; Casting 1-G-hbfc, 1-H-hbfc, 1-StH-hbfc#, 2-W-jr, 2-W-sts#, 1-W-hdp#) (Tyers 1-SP)

MICHIGAN

ADRIAN TELEGRAM; Type pg. 15¼" × 21⅛"; Cols. 8 (Nwsprt. 900; Widths 34", 16") (Black Ink 15,727) (Presses 8-G-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-FOS; Casting 1-W-sp#)

ALBION RECORDER; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 80.4; Widths 35", 52½", 70") (Black Ink 2,500) (Presses 1-D-sf, 1-CP, 1-Ky, 1-Kl, 1-Me, 1-H) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-OS; Casting 1-Ha-hbp)

ALPENA NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 175; Widths 16", 33") (Black Ink 4,500) (Presses 1-G-wdt; Controls 1-CW-ac; Cut off 21½") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-AP; Casting 1-D-t#, 1-Ha-hbp)

ANN ARBOR NEWS; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 1,674; Widths 62", 46½", 31") (Black Ink 55,000; Color 483) (Presses 4-S-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 10-L, 1-M; Casters 1-El, 1-M; Feeders 20-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 2-StH; Casting 1-G-hbfc, 1-W-hdp)

BAD AXE HURON TRIBUNE; Type pg. 16 3/5" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 52¾", 70") (Black Ink 2,241) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Feeders 2-Ke, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

BATTLE CREEK ENQUIRER & NEWS; Type pg. 15" × 22¾"; Cols. 8 (Nwsprt. 2,707; Widths 60", 45", 30") (Black Ink 87,589; Color 2,036) (Presses 5-G-wus, Color G; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 15-L, 2-Lu; Casters 2-El, 1-M; Feeders 23-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Si, 2-StH; Casting 2-G-hbfc, 1-W-hdp) (Tyers 4-Gr)

BAY CITY TIMES; Type pg. 15¾" × 22¼"; Cols. 8 (Nwsprt. 2,836; Widths 62", 46½", 31") (Black Ink 93,842) (Presses 4-S-wus; Controls 1-CH-ac, Cut off 23 9/16") (Composing 14-I, 3-L, 2-M; Casters 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-W-jr#)

BENTON-HARBOR NEWS-PALLADIUM; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 1,166; Widths 33", 16½") (Black Ink 45,000; Color 500) (Presses 5-G-wut; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 11-L, 2-M, 1-Lu; Casters 1-El, 1-M; Feeders 15-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-Ha-sts, 1-W-sp) (Tyers 1-Wt)

(Continued on Page 272)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 270)

BIG RAPIDS PIONEER; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 86; Widths 35", 52", 70") (Black Ink 3,000) (Presses 1-D-wdt, 1-Kl-wus, 1-Me-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L, 1-Lu; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-EK-hbp)

CADILLAC NEWS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 140; Widths 70", 52") (Presses 1-D-wf) (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbp)

CHEBOYGAN TRIBUNE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 3-L, 1-Lu; Casters 1-El; TTS 1; Feeders 5-Str) (Engrav. FSpe, pc) (Stereo-Mould'g 1-Ha-dp, 1-We-dp; Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-We-hbfc)

COLDWATER REPORTER; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 144.5; Widths 34") (Black Ink 5,400) (Presses 3-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sh; Casting G-hbp-t, Ha-hbfc)

DETROIT FREE PRESS; Type pg. 14⅞" × 21¾"; Cols. 8 (Nwsprt. 50,360; Widths 61½", 49", 30 11/16") (Black Ink 1,482,110; Color 74,894) (Presses 24-G-wus; Controls 2-CE-dc; Cut off 22¾"; ROP Colors 4) (Pre-Reg. 1-Knight) (Composing 12-I, 39-L, 3-M; Casters 3-M; Feeders 9-I, 33-Lw, 14-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 2-AP, 1-Sm, 4-StH; Casting 1-G-hbfc, 1-H-hbfc, 3-W-am-hds#, 1-W-jr-sts#) (Stuffing 2-She-8; Tyers 7-SP)

DETROIT NEWS; Type pg. 14⅞" × 22⅝"; Cols. 8 (Nwsprt. 83,000; Widths 60", 45", 30") (Black Ink 2,800,000; Color 35,000) (Presses 60-S-wus; Controls 12-CH-ac, 18-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 46-I, 20-L, 3-Lu; Casters 3-El, 6-M; Feeders 78-Ma) (Engrav. pc) (Stereo-Mould'g 3-G-r, 1-LE-dp; Scorch'g 2-Al, 3-Sd, 5-StH; Casting 2-G-hbfc, 1-We-hbfc, 5-W-am, 5-W-hds#) (Stuffing 5-She-8; Tyers 12-SP)

DETROIT TIMES; Type pg. 14⅞" × 22⅝"; Cols. 8 (Nwsprt. Widths 60", 45", 30") (Presses 28-G-wus; Controls 6-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 39-I, 5-L, 2-Lu, 3-M; Casters 2-M; Feeders 49-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-ER, 4-StH; Casting 1-G-hbfc, 1-H-hbfc, 3-W-am-hds) (Stuffing 3-She-5; Tyers 5-SP)

DOWAGIAC NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 67; Widths 70", 52½", 35") (Black Ink 2,385) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

ESCANABA PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 403; Widths 34") (Black Ink 12,000) (Presses 1-G-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-hbp-t#) (Tyers 1-Gr)

FLINT JOURNAL; Type pg. 15⅜" × 22¼"; Cols. 8 (Nwsprt. 13,297; Widths 62", 46½", 31") (Black Ink 455,791; Color 2,674) (Presses 12-G-wus; Controls 3-GE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 15-I, 14-L, 2-Lu, 5-M; Casters 2-El, 2-M; Feeders 38-Ma) (Stereo-Mould'g 2-S-r; Scorch'g 1-ER, 1-FOS, 1-Sd, 4-StH; Casting 2-H-hbfc, 2-W-jr#, 1-W-sts, 1-W-hds) (Tyers 2-Wal)

GRAND HAVEN TRIBUNE; Type pg. 15 5/16" × 21 13/16"; Cols. 8 (Nwsprt. 185; Widths 32", 16") (Black Ink 7,000) (Presses 1-S-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Lw, 2-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-Ha-hds, 1-H-hbp, 1-H-sp)

GRAND RAPIDS HERALD; Type pg. 14¾" × 21¼"; Cols. 8 (Nwsprt. 5,382; Widths 60") (Black Ink 189,723; Color 986) (Presses 4-D-wus, 6-G-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-I, 9-L, 2-Lu; TTS 2; Casters 1-El, 3-M; Feeders 22-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 1-Ha, 2-StH; Casting 1-H-hbfc, 1-W-sp, 1-W-hdp#) (Stuffing 1-She-5; Tyers 1-Wt)

GRAND RAPIDS PRESS; Type pg. 14 15/16" × 22 7/16"; Cols. 8 (Nwsprt. 13,677; Widths 60", 45", 30") (Black Ink 462,500; Color 10,100) (Presses 18-S-wus; Controls 3-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 9-I, 19-L, 1-Lu, 4-M; Casters 2-M; Feeders 3-I, 32-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 3-StH, 1-AP, 1-Ha, 1-HM; Casting 2-W-jr-hds#, 1-H-hbfc) (Tyers 2-Wt)

GREENVILLE NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 125; Widths 35", 70") (Presses 1-G-wf) (Composing 4-Lg; TTS 2; Punchers 1; Casters 1-BN) (Engrav FSpe) (Scorch'g 1-Ha)

HILLSDALE NEWS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 225; Widths 16⅝", 33⅛") (Black Ink 11,040) (Presses 3-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Str) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-H-sts)

HOUGHTON MINING GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 336; Widths 17", 34") (Black Ink 10,358) (Presses 1-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp-t#)

IONIA SENTINEL-STANDARD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 90; Widths 35", 52½", 70") (Black Ink 3,212) (Presses 1-D-wf; Controls SD-ac) (Composing 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Lw, 2-Sr) (Engrav. FSpe) (Casting 1-EK-hbfc)

IRON MOUNTAIN NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 347; Widths 34", 17") (Black Ink 11,760) (Presses 6-D-wut; Cut off 22¾") (Composing 8-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Jo, 7-Ma, 1-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc)

IRONWOOD GLOBE; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 325; Widths 68½", 51⅛", 34¼") (Black Ink 10,000) (Presses 1-G-wds; Controls 1-CE-ac; Cut off 22½") (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-H-hbfc, 1-Km, 1-W-sp) (Tyers 1-Sa)

JACKSON CITIZEN PATRIOT; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 2,993; Widths 62", 46½", 31", 32") (Black Ink 111,313; Color 481) (Presses 4-S-wus; Controls 2-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 7-I, 9-L; Casters 3-M; Feeders 1-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-hdp)

KALAMAZOO GAZETTE; Type pg. 15¾" × 22 5/16"; Cols. 8 (Nwsprt. 4,880; Widths 62", 46½", 31") (Black Ink 112,500; Color 3,500) (Presses 6-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 5-I, 12-L, 4-M; Feeders 18-Ma, 4-I) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 2-StH; Casting 1-H-hbfc, 2-W-hdp#) (Tyers 2-SP)

LANSING STATE JOURNAL; Type pg. 15¾" × 22¼"; Cols. 8 (Nwsprt. 8,003; Widths 60", 45", 30") (Black Ink 291,147; Color 4,010) (Presses 7-G-wus, Color 2-G; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 7-I, 16-L, 2-Lu; Casters 4-M; Feeders 7-I, 22-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-AP, 1-FOS, 3-StH; Casting 1-G-hbfc, 1-No-hbfc, 2-W-hdp) (Tyers 4-Gr)

MANISTEE NEWS-ADVOCATE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100) (Black Ink 2,717; Color 25) (Presses 1-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-H-hbfc)

MARQUETTE MINING JOURNAL; Type pg. 16" × 21⅜"; Cols. 8 (Nwsprt. 550; Widths 34") (Black Ink 7,000; Color 150) (Presses 1-G-wdt; Controls 1-CE-ac; ROP Colors 1) (Composing 8-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-StH-sts)

MARSHALL CHRONICLE; Type pg. 16½" × 20⅝"; Cols. 8 (Nwsprt. 64.2; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-SD-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-sts)

MENOMINEE HERALD-LEADER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 160; Widths 35", 52", 70") (Black Ink 5,000) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Casting 1-G-hbp)

MIDLAND NEWS; Type pg. 17" × 21¼"; Cols. 9 (Nwsprt. 432; Widths 34") (Black Ink 16,437) (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 5-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 3-I, 3-Lw, 4-Sr, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-G-t)

MONROE NEWS; Type pg. 15 11/16" × 21⅜"; Cols. 8 (Nwsprt. 950; Widths 32") (Black Ink 22,880) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 9-L, TTS 2; Punchers 3; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe))Stereo-Mould'g 1-D-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-hbp, 1-D-t#, 1-G-hbfc) (Tyers 1-Gr, 1-Sa)

MT. CLEMENS MONITOR-LEADER; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. widths 32") (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; Casters 2-El; Feeders 1-Ke, 3-Lw, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp-t)

MT. PLEASANT TIMES-NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 110; Widths 70", 52½", 35") (Presses 2-CP, 1-D-wf, 1-Kl) (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-D-hbp)

MUSKEGON CHRONICLE; Type pg. 14⅝" × 22¼"; Cols. 8 (Nwsprt. 3,577; Widths 60", 45", 30") (Black Ink 142,000; Color 775) (Presses 5-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 10-I, 8-L, 2-M; Casters 2-M; Feeders 10-I, 8-L, 3-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH, 1-Tt; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Gr)

NILES STAR; Type pg. 15½" × 20¼"; Cols. 8 (Nwsprt. 246; Widths 32½", 16¼") (Black Ink 8,229) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-D-t#, 1-G-hbfc)

OWOSSO ARGUS-PRESS; Type pg. 16¼" × 21¾"; Cols. 8 (Nwsprt. 546; Widths 16½", 33") (Black Ink 18,000; Color 350) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 1-Ke, 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, Casting 1-D-t#, 1-Ha-hbp)

PETOSKEY NEWS-REVIEW; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Black Ink 5,400) (Presses 1-D-wf; Controls 1-AC-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-am, 1-Ha-hds)

PONTIAC PRESS; Type pg. 15⅝" × 22⅛"; Cols. 8 (Nwsprt. 5,100; Widths 62", 46⅝", 31") (Black Ink 193,190; Color 2,980) (Presses 5-G-wus; 6-S-wus, Color 1-G-wus; Controls 1-CE-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 15-L; TTS 5; Punchers 5; Casters 1-El; Feeders 3-I, 26-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 1-Al, 2-StH; Casting 2-G-hbfc#, 2-W-hdp#) (Tyers 2-Gr)

PORT HURON TIMES HERALD; Type pg. 14⅝" × 21½"; Cols. 8 (Nwsprt. 1,848.5; Widths 30", 15") (Black Ink 61,315; Color 2,306) (Presses 12-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-L, 1-M; Casters 1-El, 1-M; Feeders 16-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-FOS, 1-StH; Casting 1-G-t#, 1-G-hbfc, 1-Ha-hbfc) (Tyers 2-Gr)

ROYAL OAK TRIBUNE; Type pg. 15.853" × 22.576"; Cols. 8 (Nwsprt. 2,373; Widths 63½", 47⅝", 31⅝") (Black Ink 74,360) (Presses 6-G-wus; Controls 2-CW-ac; Cut off 23 9/16") (Composing 11-L, 2-Lu; Casters 1-El; Feeders 13-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 2-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Gr)

SAGINAW NEWS; Type pg. 15⅛" × 22½"; Cols. 8 (Nwsprt. 5,048; Widths 62", 46½", 31") (Black Ink 114,152; Color 630) (Presses 6-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 18-I, 4-L; Casters 4-M; Feeders 21-I, 5-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbdt, 1-WNU-hdp#)

ST. JOSEPH HERALD PRESS; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 253; Widths 33") (Black Ink 1,700; Color 100) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbp, 1-G-t#, 1-Ha-hbfc) (Tyers 1-Gr)

SAULT STE. MARIE NEWS; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 305; Widths 32") (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ke, 1-FOS) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-G-hbfc-t)

SOUTH HAVEN TRIBUNE; Type pg. 16¼" × 20¼"; Cols. 8 (Nwsprt. 80; Widths 67", 50½", 33½") (Black Ink 2,500) (Presses 1-H-wus; Controls 1-CH-ac; Cut off 21½") (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp (Tyers 1-Wt)

STURGIS JOURNAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 237; Wdiths 34", 17") (Black Ink 9,864) (Presses 1-D-wut; Controls 1-AB, 1-AC; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-D; Casting 1-D-t#, 1-Ha-hbp)

THREE RIVERS COMMERCIAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 118; Widths 16½", 33") (Black Ink 3,500) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Lw, 1-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-Ha-hbp)

TRAVERSE CITY RECORD-EAGLE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 592; Widths 17", 34") (Black Ink 13,860; Color 150) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 3-Ma, 6-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

YPSILANTI PRESS; Type pg. 16½" × 21"; Cols. 8 (Widths 34") (Black Ink 7,500; Color 100) (Presses 11-D-wdt; Controls 2-GE-ac; Cut off 22¾") (Composing 4-I, 2-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 2-I, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp-t#, 1-G)

MINNESOTA

AUSTIN HERALD; Type pg. 17 9/16" × 22½"; Cols. 9 (Nwsprt. 545; Widths 35", 17½") (Black Ink 2,000; Color 65) (Presses 1-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 2-Gr)

BEMIDJI PIONEER; Type pg. 16½" × 21"; Cols. 8 (Widths 70", 52¼", 35") (Black Ink 5,000) (Presses 1-D-wf; Controls 1-IC-ac; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 3-Ke, 2-Ma) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-Ha-sts; 1-WNU-hbp)

BRAINERD DISPATCH; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 190; Widths 33¼", 16½") (Black Ink 11 bbls) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Sr) (Stereo-Mould'g 1-Sx; Scorch'g 1-FOS; Casting 1-G-hbp) (Tyers 1-Gr)

CROOKSTON TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 95; Widths 45", 22½") (Black Ink 904) (Presses 1-G-wus; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Pre-Reg. 1-StH) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-G-hbp, 2-Ha-hbp-hbfc-sts)

DULUTH HERALD & NEWS-TRIBUNE; Type pg. 15" × 21⅜"; Cols. 8 (Nwsprt. 5,500; Widths 60", 45", 30", 15") (Black Ink 194,250; Color 10,700) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-I, 12-L, 1-Lu; TTS 3; Casters 2-El; Feeders 3-I, 16-Ma, 3-Mo, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Sd, 2-StH; Casting 1-Ha-hbfc, 1-H-hbp, 1-StH-hbfc#, 1-W-hdp#) (Tyers 3-Gr)

FAIRMONT SENTINEL; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 249; Widths 32", 16") (Black Ink 7,650) (Presses 1-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-BST)

FARIBAULT NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 225; Widths 34") (Black Ink 7,125; Color 20) (Presses 1-D-wut-wdt; ROP Colors 1) (Composing 5-L, 1-Lu, 1-M; TTS 2; Punchers 2; Casters 1-M; Feeders 5-Ke) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g StH; Casting 1-D-hbp, 1-G-hbfc)

FERGUS FALLS JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 380; Widths 17", 34") (Black Ink 9,600) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 4-Lap, 1-Lu; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-G-t)

INTERNATIONAL FALLS JOURNAL; Type pg. 16½" × 20⅝"; Cols. 8 (Nwsprt. 83; Widths 35", 52¼", 70") (Black Ink 2,726) (Presses 1-D-wf; Controls Re-dc) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 3-Jo, 1-Ma, 1-Mo, 1-Sr) (Engrav. pc) (Scorch'g 1-Ha; Casting Ha-hbfc)

LITTLE FALLS TRANSCRIPT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 110; Widths 35", 52", 70") (Black Ink 2,500) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L, 1-Lap, 1-Lu; Casters 1-El) (Engrav. pc) (Scorch'g 1-MTO; Casting 1-Ha-am)

MANKATO FREE PRESS; Type pg. 14 15/16" × 22½"; Cols. 8 (Nwsprt. 859; Widths 30¼", 46⅛", 61¼") (Black Ink 25,050; Color 375) (Presses 4-G-wus; Controls CH-ac-dc; Cut off 23 9/16"; ROP Colors Fall) (Composing 8-I, 1-L, 1-M; TTS 2; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-Ha-hbp-hbfc-sp#, 1-W-sp-t#) (Tyers 2-Wt)

MARSHALL MESSENGER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 200; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 2; Casters 1-El, 2-Ma, 2-Mo) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

MINNEAPOLIS STAR & TRIBUNE; Type pg. 14 15/16" × 21 15/16"; Cols. 8 (Nwsprt. 70,445; Widths 60", 44⅝", 29⅝", 15") (Black Ink 1,806,000; Color 294,200) (Presses 45-G-wus, Color 8-G-wus; Controls 9-CW-ac; Cut off 22¾"; Color 21⅛"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 42-I, 3-Lu; Casters 2-El, 5-M; Feeders 48-I, 4-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 1-AP, 1-FOS, 6-StH, 2-Sd; Casting 1-G-hbp#, 2-H-hbfc, 3-W-am#, 2-W-sts, 1-W-hds) (Stuffing 2-She-7; Tyers 9-SP)

NEW ULM JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 175; Widths 22½", 45") (Black Ink 6,500) (Presses 1-G; Controls 1-SD-ac; ROP Colors 1) (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Mo) (Engrav. En) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS; Casting 1-Km-am, 1-G-t, 1-Ha-hbp, 1-Km-am) (Tyers 1-Gr)

OWATONNA PEOPLE'S PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 125; Widths 35", 52½", 70") (Black Ink 4,000) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Casters 1-El, 1-Ma; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

RED WING REPUBLICAN EAGLE; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 190; Widths 32") (Black Ink 6,500; Color 50) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Lu; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-G-hbp-t)

ROCHESTER POST-BULLETIN; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 1,116; Widths 31¼", 46⅝", 62½") (Black Ink 32,800) (Presses 5-S-wus, Color 1-S; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3)

(Continued on Page 274)

FROM TRUCK TO TRUCK

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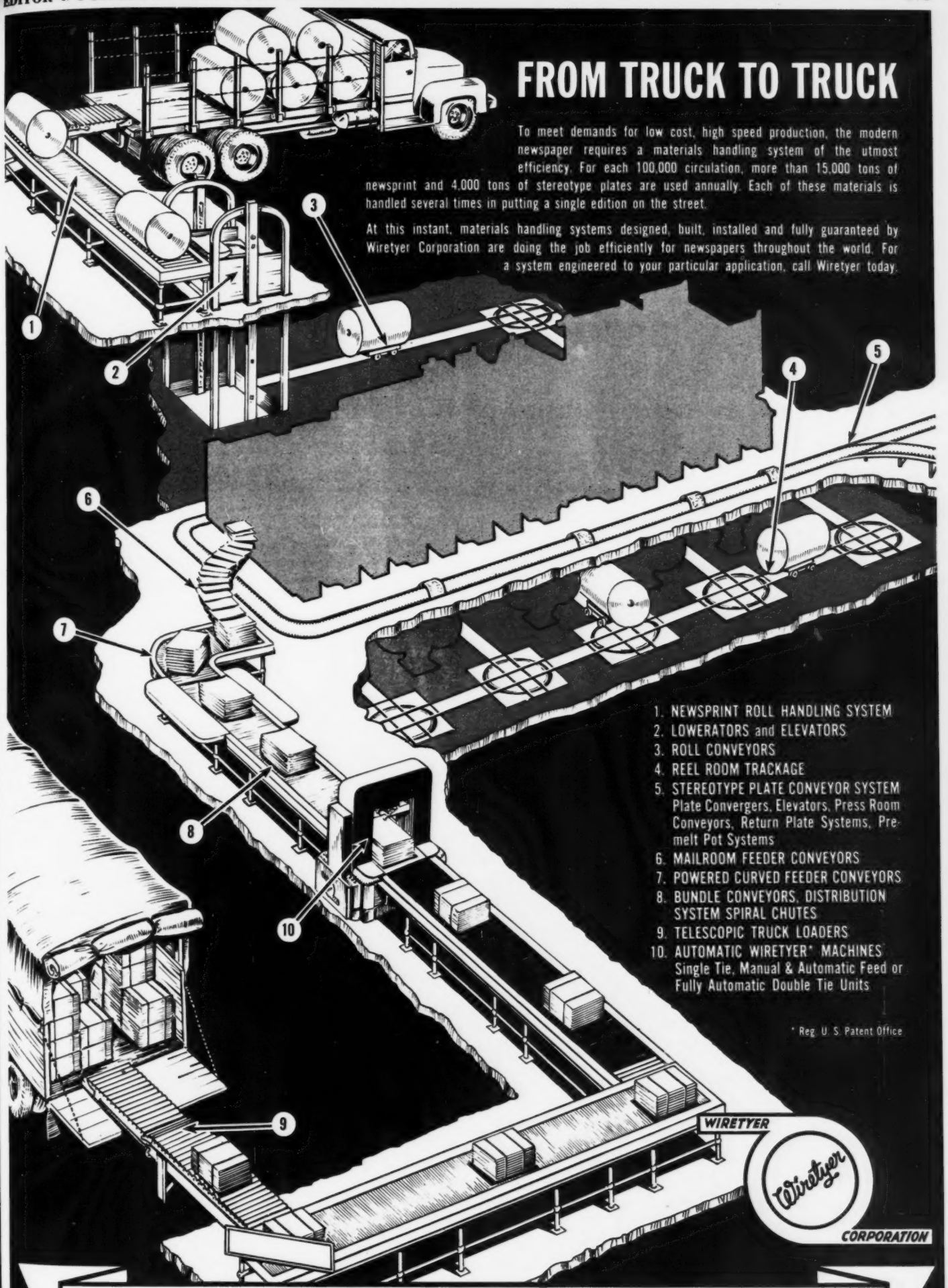

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 272)

(Composing 10-I, 1-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-ER, 1-Ha, 2-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Wt)

ST. CLOUD TIMES; Type pg. 16.6" × 20.4"; Cols. 8 (Nwsprt. 719; Widths 17", 33⅜") (Black Ink 18,480; Color 150) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 1-I, 11-L, 2-Lu; TTS 2; Casters 1-El; Feeders 14-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ne; Casting 1-H-hbp) (Tyers 1-BST)

ST. PAUL DISPATCH & PIONEER PRESS; Type pg. 14⅝" × 22 1/16"; Cols 8 (Nwsprt. 23,500; Widths 60", 44¾", 29⅞", 15") (Black Ink 680,000; Color 27,000) (Presses 6-G-wus, 12-W-wus; Controls 1-CH-ac, 2-CH-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 2-W) (Composing 35-I, 4-L, 2-Lu; TTS 2; Punchers 3; Casters 3-El, 2-M; Feeders 39-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-Ha, 4-StH; Casting 1-G-hbp-2-hbfc#, 2-W-am-hds#) (Stuffing 3-She-8; Tyers 2-SP, 2-Wal)

VIRGINIA MESABI NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 380; Widths 22½", 45") (Black Ink 8,400) (Presses 1-S-wds) (Composing 2-I, 5-L, 1-Lu; TTS 2; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-HM; Scorch'g 1-Ha, 1-FOS; Casting 1-A, 1-EK) (Tyers 1-Wt)

WILLMAR TRIBUNE; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 285; Widths 16", 32") (Black Ink 8,000) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 2-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t, 1-G-hbfc)

WINONA NEWS; Type pg. 15 15/16" × 21⅝"; Cols. 8 (Nwsprt. 889; Width 31½") (Black Ink 4,090) (Presses 6-D-wut; Controls 1-CW-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 2-Lu, 1-M; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 1-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-hbp-t#, 1-Ha-hbfc)

WORTHINGTON GLOBE; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 204; Widths 22½", 45") (Black Ink 6,000) (Presses 1-P-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-Jo, 5-Ma, 1-Str) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp)

MISSISSIPPI

BILOXI-GULFPORT HERALD; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 1,604.1; Widths 32", 16") (Black ink 25,300; Color 925) (Presses 5-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El; Feeders 6-Ke, 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 2-BST)

CLARKSDALE PRESS REGISTER; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 150; Widths 33", 50", 66") (Black ink 4,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

COLUMBUS COMMERCIAL DISPATCH; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 190; Widths 34", 17") (Black ink 5,800; Color 150) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 2-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbfc)

GREENWOOD COMMONWEALTH; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 81; Widths 70", 52¾") (Black ink 4,200) (Presses 1-D-wf; Cut off 21½") (Composing 4-L; Feeders 4-L) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha)

HATTIESBURG AMERICAN; Type pg. 16" × 21 5/8"; Cols. 8 (Nwsprt. 630; Widths 32½") (Black ink 21,500; Color 150) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 4) (Composing 4-I, 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 2-I, 5-Ke, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

JACKSON CLARION-LEDGER & NEWS; Type pg. 15⅝" × 21½"; Cols. 8 (Widths 62", 46½", 31") (Presses 11-H-wus; Controls 1-AB-ac, 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 18-L, 3-Lu; TTS 7; Punchers 9; Casters 3-El; Feeders 1-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 1-FOS, 3-StH; Casting 1-EK-hbfc, 2-W-hdp#)

JACKSON STATE TIMES; Type pg. 15 9/16" × 20¾"; Cols. 8 (Nwsprt. 1,500; Widths 62") (Black ink 60,000; Color 600) (Presses 4-G-wus; Controls 1-CE-ac; Cut off 21½"; ROP Colors 2) (Composing 12-L, 1-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-HM, 1-StH; Casting 1-StH-hbfc#, 1-W-sp#) (Tyers 2-Gr)

LAUREL LEADER-CALL; Type pg. 16¼" × 20¾"; Cols. 8 (Nwsprt. 480; Widths 33", 16½") (Black ink 12,000; Color 120) (Presses 8-wus; Controls GE; Cut off 22") (Composing 7-L, 1-Lu; TTS; Punchers 2; Casters El) (Stereo-Mould'g G-r; Casting No-hbfc; W-hbp-jr-#)

McCOMB ENTERPRISE-JOURNAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 90; Widths 50", 67") (Black ink 4,500) (Presses 2-CP, 1-H-wus, 1-Ky, 1-Wb) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Feeders 4-Ke) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-H; Casting 1-Ha)

MERIDIAN STAR; Type pg. 15 1/3" × 20"; Cols. 8 (Nwsprt. 1,050; Widths 32", 16") (Black ink 35,000; Color 2,100) (Presses 4-G-wds, Color G-wds; Controls 2-CE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 7-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting W-hdp#) (Tyers 1-Wt)

NATCHEZ DEMOCRAT; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 247; Widths 34", 52", 68") (Black ink 10,500) (Presses 2-D-wus; Controls 1-CH-ac) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-L) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-D-hbfc)

TUPELO JOURNAL; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 474; Widths 32") (Black ink 15,740; Color 187½) (Presses 1-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 2-Lu; TTS 5; Punchers 3; Casters 1-El, 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc-t#) (Tyers 1-BST)

VICKSBURG POST; Type pg. 14.95" × 21⅛"; Cols. 8 (Nwsprt. 600; Widths 30½", 15¼") (Black ink 25,000; Color 300) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Si, 1-StH; Casting 1-G-t)

WEST POINT TIMES LEADER; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 60; Widths 33½", 16¾") (Presses 3-H-wus; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ke) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

MISSOURI

BOONVILLE NEWS & ADVERTISER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 75; Widths 35", 52", 70") (Presses 1-D-wf; Controls 1-WE) (Composing 3-L, 1-Lu) (Engrav. FSpe) (Casting WNU-hdp)

BROOKFIELD NEWS-BULLETIN; Type pg. 16 5/9" × 20½"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Black ink 2,607) (Presses 1-D-wf; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-BN; Feeders 1-BN, 1-KC, 2-Ma, 1-Mo, 1-Sr) (Casting 1-No-hbp)

CAPE GIRARDEAU SOUTHEAST MISSOURIAN; Type pg. 16¼" × 21½"; Cols 8 (Nwsprt. 522; Widths 33") (Black ink 18,480; Color 442) (Presses 1-D; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH, 1-FOS; Casting 1-G-hbp, 1-G-hbfc, 1-G-sts-t#) (Tyers 1-Gr)

CARTHAGE PRESS; Type pg. 16½" × 21⅝"; Cols. 8 (Nwsprt. 170; Widths 33", 16½") (Black ink 6,800; Color 60) (Presses 3-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Lu; TTS 1; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp, 1-G-t)

CHILLICOTHE CONSTITUTION-TRIBUNE; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 125; Widths 35", 52¾", 70") (Black ink 5,000) (Presses 1-D-wf; Controls 1-SD-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Casting 1-EK-hbp)

CLINTON DEMOCRAT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 49; Widths 70", 52½", 35") (Presses 1-D-wus; Cut off 22¾") (Composing 3-L, TTS 1; Punchers 1; Casters El) (Casting EK-hbp)

COLUMBIA MISSOURIAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 287; Widths 17", 34") (Black ink 6,500; Color 250) (Presses 1-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 5-L, 1-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-Ha-hbp)

COLUMBIA TRIBUNE; Type pg. 16⅛" × 21¼"; Cols. 8 (Nwsprt. 380; Widths 33", 16½") (Black ink 15,960) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Gr)

EXCELSIOR SPRINGS STANDARD; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 2 bbls.; Widths 32") (Black ink 100) (Presses 1-CP-sf, 3-Me-sf; Controls 3-Ki-ac; Cut off 22") (Composing 3-L, 1-Lu, 1-M; Feeders 3-Ma) (Casting 1-A-hbp)

FULTON SUN-GAZETTE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 91; Widths 35", 52¾", 70") (Black ink 3,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; TTS 3; Punchers 2; Casters 1-Un; Feeders 3-Lw, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

HANNIBAL COURIER - POST; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 400; Widths 64½", 48⅜", 32¼") (Black ink 15,120) (Presses 2-G-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-HM; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 1-Gr)

INDEPENDENCE EXAMINER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 360; Widths 34") (Black ink 8,000; Color 100) (Presses 1-D-wut; Controls 1-GE-dc; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 6-Ma, 2-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-Ha-hbfc, 1-G-t#)

INDEPENDENCE NEWS; Type pg. 15⅜" × 21¼"; Cols. 8 (Nwsprt. 34") (Presses 1-Wb-wdt) (Composing 3-I, 1-Lu; Feeders 3-Mo) (Engrav. pc)

JEFFERSON CITY CAPITAL NEWS & POST-TRIBUNE; Type pg. 16⅛" × 21⅛"; Cols. 8 (Nwsprt. 593; Widths 32½", 16¼") (Black ink 19,000; Color 300) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Ma, 7-Mo, 1-Sr) (Engrav. En) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH, 1-HM; Casting 1-D-t#-hbp-hds, 1-G-hbfc) (Tyers 1-Wt)

JOPLIN GLOBE & NEWS-HERALD; Type pg. 15 5/6" × 22"; Cols. 8 (Nwsprt. 2,051; Widths 62", 46½", 31") (Black ink 33,500; Color 413) (Presses 3-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 7-L, 2-Lu; TTS 4; Punchers 3; Casters 3-El, 1-M; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-W-am, 1-W-hdp#)

KANSAS CITY STAR & TIMES; Type pg. 15⅛" × 22"; Cols. 8 (Nwsprt. 75,702; Widths 62") (Black ink 2,175,055; Color 46,415) (Presses 54-G-wus; Controls 10-CW-ac, 3-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 25-I, 20-L, 3-Lu, 4-M; Casters 2-El, 1-Un, 3-M; Feeders 55-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 3-FOS, 2-HM, 4-StH; Casting 1-EK-hbfc, 1-G-hbdt, 4-W-am, 4-W-hds#) (Tyers 5-SP)

KENNETT DUNKLIN DEMOCRAT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 124.6; Widths 35", 52¾", 70") (Black ink 2,876) (Presses 1-G-wf; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc, 1-Ha-hbp)

KIRKSVILLE EXPRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 155; Widths 35", 52¾", 70") (Black ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-BN; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-BS-hbp, 1-SE-hbfc)

LAMAR DEMOCRAT; Type pg. 14 7/16" × 20"; Cols. 7 (Nwsprt. 40; Widths 31", 46½", 62") (Black ink 1,500) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-I, 1-L; TTS 1; Punchers 1) (Casting 1-No-hbfc)

LEBANON RECORD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 78; Widths 35", 52¾", 70") (Black ink 3,000) (Presses 1-D-wf) (Composing 3-L, 1-Lu; Casters 1-BN; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-No-dp; Casting 1-No-hbfc) (1-Address. Mail.)

MACON CHRONICLE-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 34", 17") (Black ink 2,650) (Presses 1-H-wus, 1-Ky-sf; Cut off 21½") (Composing 1-I, 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-Un, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-H; Casting 1-No-hbfc, 1-Ha-hbfc, 1-H-hbp)

MEXICO LEDGER; Type pg. 17.098" × 21¼"; Cols. 9 (Nwsprt. 300; Widths 34½", 17½") (Black ink 7,200) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 4-L; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-Ha; Casting 1-D-t#) (Tyers 1-Wt)

MOBERLY MONITOR-INDEX; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 240; Widths 33", 16½") (Black ink 5,760; Color 20) (Presses D-wus; Controls GE; 1-Sp-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting D-hbp-hbfc#, G-hbp, StH-hbp) (Tyers 1-Wt)

NEOSHO NEWS; Type pg. 17⅛" × 21"; Cols. 8 (Nwsprt. 112.3; Widths 17½", 35", 52½", 70") (Black ink 3,150) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 1-I, 3-L, 1-Lu; TTS 3; Punchers 2) (Engrav. FSpe) (Casting 1-Ha-hbfc) (Tyers 1-Gr)

NEVADA MAIL & HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Black ink 2,270) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Feeders 4-KC) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

POPLAR BLUFF AMERICAN REPUBLIC; Type pg. 15⅞" × 21½"; Cols. 8 (Nwsprt. 425; Widths 32", 16") (Black ink 12,600) (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 7-I, 1-Lu; Casters 1-El; Feeders 6-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

ROLLA NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 70") (Presses 1-D-wus) (Composing 2-Lg, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

ST. JOSEPH NEWS PRESS & GAZETTE; Type pg. 15 11/12" × 22"; Cols. 8 (Nwsprt. 4,389; Widths 63") (Black ink 161,420; Color 2,165) (Presses 2-G-wus-wds; Controls 2-CE-ac; Cut off 23 5/16"; ROP Colors 3) (Composing 9-I, 5-L, 1-Lu; TTS 6; Punchers 4; Casters 2-El; Feeders 17-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-W-sp#, 1-W-hdp#) (Tyers 2-Gr)

ST. LOUIS GLOBE-DEMOCRAT; Type pg. 14⅝" × 22¾"; Cols. 8 (Nwsprt. 36,824; Widths 60", 45", 30") (Black ink 995,660; Color 35,950) (Presses 21-D-wus, 18-G-wus; Controls 2-CW-dc, 5-GE-dc, 1-CE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 38-I, 2-L; TTS 3; Punchers 2; Casters 2-El, 2-M; Feeders 38-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-Le-dp; Scorch'g 1-Al, 1-Ir, 2-StH; Casting 2-B-hbfc, 3-W-am, 3-W-hds) (Stuffing 1-She-8; Tyers 4-SP)

ST. LOUIS POST-DISPATCH; Type pg. 14⅞" × 22 9/16"; Cols. 8 (Nwsprt. 71,652; Widths 60") (Black ink 2,307,484; Color 94,675) (Presses 30-W-wus, Color 16-H; Controls 9-CH-ac; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Photo-Elec. 3-EE; Pre-Reg. 1-W) (Composing 50-I, 1-L, 3-Lu; Casters 2-El, 3-M; Feeders 51-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 2-Al, 2-FOS, 4-Sd, 6-StH; Casting 4-W-am, 2-W-sts, 2-W-hds-#, 1-G-hbdt, 4-G-hbfc-#) (Stuffing 1-She-8; Tyers 6-SP)

SEDALIA CAPITAL & DEMOCRAT; Type pg. 15⅜" × 21½"; Cols. 8 (Nwsprt. 469; Widths 32", 16") (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ma, 5-L) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-G-hbfc) (Tyers 1-Gr)

SIKESTON STANDARD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 180; Widths 17", 34") (Black ink 4,500; Color 300) (Presses 1-G-wus-sc, Color-G; Controls 1-GE-ac; ROP Colors 3) (Composing 1-I, 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-BN; Feeders 1-I, 4-Ma, 1-BN) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sh, 1-StH, 1-Ha; Casting 1-EK-hbfc, 1-D)

SPRINGFIELD NEWS, LEADER & PRESS; Type pg. 15¾" × 22¾"; Cols. 8 (Nwsprt. 4,600; Widths 62", 46½", 31") (Black ink 12,000; Color 2,000) (Presses 7-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 2-I, 10-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El; Feeders 2-I, 3-KC, 11-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 1-Ha, 2-StH; Casting 2-G-hbfc, 1-W-hdp#)

TRENTON REPUBLICAN TIMES & GAZETTE; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 75; Widths 52¾", 70") (Black ink 2,075) (Presses 1-G-wf; Controls 3-Wg-ac) (Composing 3-L; Casting 1-Ha-hbp, Sw)

WARRENSBURG STAR-JOURNAL; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 63) (Black ink 4 bbls.) (Presses 1-CP-sf, 1-G-wf, 1-Ky-sf, 1-Ki-sf) (Composing 3-L, 1-Lu; Casters 1-BN) (Casting 1-SL)

WEBB CITY SENTINEL; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 15; Widths 35", 45") (Black ink 1,000) (Presses 1-Me-sf) (Composing 2-L) (Casting 1-MB-hbfc)

WEST PLAINS QUILL; Type pg. 16 2/3" × 20½"; Cols. 8 (Nwsprt. 60; Widths 35", 52¾", 70") (Black ink 1,800) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 2-L, 1-Lu; Feeders 1-I, 2-Ma) (Casting 1-Ha-hbfc)

MONTANA

BILLINGS GAZETTE; Type pg. 15 11/16" × 21⅝"; Cols. 8 (Nwsprt. 2,467; Widths 32") (Black ink 46,800; Color 7,800) (Presses 7-D-wut, 3-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-Lg, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 14-Ma, 2-Sr) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-AP, 1-Ha, 2-StH; Casting 1-D-t) (Tyers 2-Gr)

BOZEMAN CHRONICLE; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 123; Widths 66", 49½", 33") (Black ink 3,271) (Presses 1-D-wf; Controls 1-CW-dc; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Casting 1-Ha-hbp, 1-Ha-hbfc)

BUTTE POST & MONTANA STANDARD; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 1,500; Widths 32") (Black ink 48,100; Color 1,200) (Presses 10-D-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing

(Continued on Page 276)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 274)

11-L, 2-Lu; TTS 2; Casters 1-El; Feeders 11-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-G-t#)

DILLON TRIBUNE; Type pg. 12¼" × 20"; Cols. 5 (Presses 1-Me-sf; Controls 1-GE, 1-Ki, 1-Wg-ac) (Composing 1-I) (Casting 1-Ha-hbfc)

GLENDIVE RANGER; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 40; Widths 34", 52", 72") (Presses 2-D-wus, 1-Kl) (Composing 3-L) (Stereo-Mould'g 1-D-dp; Casting 1-D-hdp)

GREAT FALLS TRIBUNE & LEADER; Type pg. 15 5/16" × 20½"; Cols. 8 (Nwsprt. 2,460; Widths 63½") (Presses 3-H-wus, 3-H-wds; Controls 2-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 13-L, 2-Lu; TTS 2; Casters 2-El, 1-M; Feeders 14-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-W-hdp#) (Tyers 3-Gr)

HAVRE NEWS; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 60; Widths 35", 52¾", 70") (Black Ink 6 bbls.) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-L; Casters 1-BN) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp-hbfc)

HELENA INDEPENDENT RECORD; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 267½; Widths 64", 32", 16") (Black Ink 8,200) (Presses 1½-H-wus; Controls 1-K-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 6-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-G-hbfc) (Tyers 1-Gr)

KALISPELL INTER LAKE; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 240; Widths 33", 16½") (Black Ink 5,160) (Presses 1-G-wus; Controls 1-CH-ac; Cut off 21½") (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbp-sp)

LEWISTOWN NEWS; Type pg. 17" × 20"; Cols. 8 (Nwsprt. 100) (Black Ink 2,000) (Presses 2-Cr-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-Ha; Scorch'g 1-HM; Casting 1-EK-hbp)

LIVINGSTON ENTERPRISE; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 52; Widths 63") (Black Ink 1,273) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 21½") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 1-Jo, 2-Ma, 2-Sr) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-Ha-sts)

MILES CITY STAR; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 100; Widths 36") (Presses 8-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-Cg-hbp, 1-Cg-hbfc)

MISSOULA MISSOULIAN & SENTINEL; Type pg. 16⅛" × 21⅝"; Cols. 8 (Nwsprt. 800; Widths 32", 16", 29") (Black Ink 24,000; Color 3,000) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 2; Casters 1-El; Feeders 4-Jo, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#)

NEBRASKA

ALLIANCE TIMES-HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 90; Widths 69", 51¾", 34½") (Black Ink 2,316) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-Lg, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. pc) (Casting 1-G-hbp)

BEATRICE SUN; Type pg. 15 13/16" × 21¼"; Cols. 8 (Nwsprt. 261; Widths 32", 16") (Black Ink 12,000; Color 200) (Presses 4-D-wdt; Controls 1-Sp-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu, 1-El; TTS 2; Punchers 2; Casters 1-El; Feeders 3-I, 2-Ma, 1-Lw) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha, 1-D; Casting 1-D-t, 1-Ha-hbp)

COLUMBUS TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 196; Widths 70", 52¾", 35") (Black Ink 8,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 21½") (Composing 5-I, 1-L; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. 1-FSpe) (Casting 1-Ha-hbfc)

FREMONT GUIDE & TRIBUNE; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 412; Widths 32", 16") (Black Ink 11,700; Color 150) (Presses 6-D; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 8-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-No, 1-StH; Casting 1-G-hbfc#) (Tyers 1-Gr)

GRAND ISLAND INDEPENDENT; Type pg. 15½" × 22 13/14"; Cols. 8 (Widths 32") (Presses 1-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-L, 1-Lu; TTS 3; Punchers 1; Feeders 9-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-W-hdp; Casting 1-G-hbp, 1-StH)

HASTINGS TRIBUNE; Type pg. 15⅛" × 21"; Cols. 8 (Nwsprt. 669; Widths 16", 32") (Black Ink 22,080; Color 1,094) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Gr)

HOLDREGE CITIZEN; Type pg. 16¾" × 21"; Cols. 9 (Nwsprt. 100; Widths 52½", 70") (Black Ink 2,000) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L; TTS 1; Casters 1-El; Feeders 4-Ma) (Casting 1-EK-hbfc)

KEARNEY HUB; Type pg. 15¼" × 21"; Cols. 8 (Nwsprt. 200; Widths 31", 15½") (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-I, 1-Ma, 4-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 2-D-hbfc-t#, 1-EK-hbp) (Tyers 1-BST)

LINCOLN JOURNAL & STAR; Type pg. 15 3/16" × 22½"; Cols. 8 (Nwsprt. 5,100; Widths 60", 45", 30", 15") (Black Ink 148,772; Color 15,769) (Presses 6-G-wus, Color 4-G-wds; Controls 3-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 10-L, 2-Lu; TTS 8; Punchers 4; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-ER, 2-StH; Casting 2-W-hdp) (Tyers 3-Gr)

NEBRASKA CITY NEWS-PRESS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 150; Widths 35", 52¾", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22½") (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma, 4-Mo) (Engrav. FSpe) (Casting 1-Ha-hbp)

NORFOLK NEWS; Type pg. 15¾" × 20 5/16"; Cols. 8 (Nwsprt. 437; Widths 32") (Black Ink 10,000; Color 100) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 21½"; ROP Colors 1) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-H; Casting 1-G-hbp, 2-G-hbfc#)

NORTH PLATTE TELEGRAPH-BULLETIN; Type pg. 15 3/16" × 21 9/16"; Cols. 8 (Nwsprt. 398; Widths 30½") (Black Ink 11,000; Color 250) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp#, 1-No-hbfc) (Tyers 1-Gr)

OMAHA WORLD-HERALD; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 31,079; Widths 61", 45¾", 30½") (Black Ink 923,292; Color 108,476) (Presses 24-G-wus, Color 1-G; Controls 4-CE-ac; Cut off 22¾"; Color 21½", ROP Colors 3) (Composing 30-I, 2-Lu; Casters 2-El, 2-M; Feeders 35-I) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 3-StH; Casting 3-W-jr, 2-W-hds#, 1-H-hbp) (Tyers 3-SP)

SCOTTSBLUFF STAR-HERALD; Type pg. 16⅝" × 21⅜"; Cols. 8 (Nwsprt. 547; Widths 45", 22½") (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22½") (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Sd; Casting 1-EK-hbfc, 1-G-hbp) (Tyers 1-Wt)

YORK NEWS-TIMES; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black Ink 1,600) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L; TTS 1; Punchers 1) (Casting 1-Ha-hbfc)

NEVADA

CARSON CITY APPEAL; Type pg. 10 1/6" × 16"; Cols. 5 (Nwsprt. 16; Widths 52½") (Black Ink 200) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-L; Feeders 2-Ke) (Engrav. FSpe) (Casting 1-Ha-hbp)

ELKO FREE PRESS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 36; Widths 34", 52½", 70") (Black Ink 1,700) (Presses 1-G-wf; Cut off 23 9/16") (Composing 2-I) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

ELY TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 51; Widths 35", 52½") (Black Ink 900) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-L, 1-Lu; Feeders 2-Ma) (Engrav. FSpe) (Casting 1-Sw-hbfc)

LAS VEGAS REVIEW-JOURNAL; Type pg. 15½" × 21¾"; Cols. 8 (Nwsprt. Widths 60", 45", 30") (Black Ink 110,000; Color 26,000) (Composing 10-L, 2-Lu; TTS 4; Punchers 6; Casters 1-El; Feeders 6-Ke, 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-HM, 1-Si, 1-StH; Casting H, No-hbp) (Tyers Gr)

LAS VEGAS SUN; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 950; Widths 63", 47¼", 31½") (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 1; Punchers 3; Casters 1-El; Feeders 1-L) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH, 1-Ha; Casting 1-W-sp) (Tyers 1-In)

RENO GAZETTE & NEVADA STATE JOURNAL; Type pg. 14⅝" × 21½"; Cols. 8 (Nwsprt. 1,589; Widths 60", 45", 30") (Black Ink 72,000; Color 1,800) (Presses 5-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 10-L, 2-Lu; Casters 2-El; Feeders 1-I, 12-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al; Casting 1-Ha-hbp, 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Wt)

NEW HAMPSHIRE

CLAREMONT EAGLE; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 315; Widths 34", 17") (Black Ink 10,225) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ke, 2-Ma, 1-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-D-t, 1-Ha-hbfc)

CONCORD MONITOR & NEW HAMPSHIRE PATRIOT; Type pg. 16 1/3" × 21¼"; Cols. 8 (Nwsprt. 426; Widths 33") (Black Ink 17,160) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El; Feeders 8-Ke) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-H-hbfc, 1-W-sp)

DOVER FOSTER'S DEMOCRAT; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 207; Widths 35", 52¾", 70") (Black Ink 12,000; Color 12) (Presses 1-A-sf, 1-D-wf, 1-Va-sf; Controls 1-Cl-ac, 1-GE-ac, 1-Wg-ac) (Composing 6-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 2-Ha-hbfc)

KEENE SENTINEL; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 200; Widths 34¼", 17¼") (Black Ink 5,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-No-hbfc)

LACONIA CITIZEN; Type pg. 16⅝" × 21"; Cols. 9 (Nwsprt. 56) (Presses 2-CD-wf, Color 1-G-Cot; Spot Colors 3) (TTS 1) (Engrav. FSpe)

LEBANON VALLEY NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 162½; Widths 34", 51", 68") (Black Ink 3,440) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 3; 2 Selecto Spacers; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-Ha-hbfc, 1-H-hbp)

MANCHESTER UNION LEADER; Type pg. 15.65" × 21.65"; Cols. 8 (Nwsprt. 3,800; Widths 62", 46½", 31") (Black Ink 200,000; Color 1,250) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 9-L, 2-Lu; Casters 2-El; Feeders 19-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-St, 2-StH; Casting 2-H-hbfc, 1-W-hdp#) (Tyers 2-Gr)

NASHUA TELEGRAPH; Type pg. 16⅜" × 21 11/16"; Cols. 9 (Nwsprt. 475; Widths 33½", 16¾") (Black Ink 16,000; Color 100) (Presses 4-D-wut, Color-D; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 2-Lg, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbfc)

PORTSMOUTH HERALD; Type pg. 16⅝" × 21¾"; Cols. 9 (Nwsprt. 427.88; Widths 34", 17") (Black Ink 16,530; Color 95) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-hbp, 1-D-t, 1-H-hbfc)

NEW JERSEY

ASBURY PARK PRESS; Type pg. 17.59" × 22"; Cols. 9 (Nwsprt. 2,350; Widths 70", 52½", 35") (Black Ink 96,000; Color 1,600) (Presses 5-D-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 17-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 1-AP, 2-StH; Casting 2-W-hdp) (Tyers 2-Gr)

ATLANTIC CITY PRESS; Type pg. 14 15/16" × 22"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 5-S-wus, Color-Cap; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 10-L, 2-Lu; TTS 3; Punchers 4; Casters 1-El, 1-M; Feeders 9-Ma, 9-Str) (Stereo-Mould'g 1-LE-dp, 1-S-r; Scorch'g 1-Ha, 1-Sd, 1-StH; Casting 1-EK, 1-W-sp, 1-W-hdp#)

BAYONNE TIMES; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 521; Widths 30") (Black Ink 16,000; Color 150) (Presses 10-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-I, 1-L, 2-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-H-hbfc)

BRIDGETON NEWS; Type pg. 16⅝" × 21⅜"; Cols. 8 (Nwsprt. 372½; Widths 34", 17") (Presses 4-D-wut; Controls 7-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 1-Lu; Casters 1-El; Feeders 7-I, 2-Ma) (Engrav. FSpe) (Scorch'g 2-Ha; Casting 1-D-sts, 1-D-t#, 1-G-hbp, 1-G-t) (Tyers 1-Gr)

CAMDEN COURIER-POST; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 5,300; Widths 60", 44¾", 29¾") (Black Ink 200,000; Color 4,000) (Presses 8-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 21-I, 2-Lu; Casters 3-M) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH; Casting 2-H-hbfc) (Tyers 1-Wt)

ELIZABETH JOURNAL; Type pg. 15 11/16" × 21 13/16"; Cols. 8 (Nwsprt. 3,800; Widths 64", 48", 32") (Black Ink 100,000; Color 2,000) (Presses 5-G-wus; Controls 1-CE-ac) (Pre-Reg. 1-W) (Composing 2-I, 22-L, 2-Lu; Casters 4-M; Feeders 30-Jo) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-StH; Casting 1-G-hbfc, 2-W-hdp) (Tyers 1-Wt)

HACKENSACK BERGEN RECORD; Type pg. 15 3/16" × 22¾"; Cols. 8 (Nwsprt. 6,000; Widths 62") (Black Ink 155,000) (Presses 12-S-wus; Controls 2-GE-dc; Cut off 22¾") (Composing 24-L, 2-Lu; Casters 3-El, 1-M; Feeders 30-Ma) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 3-AP, 2-StH; Casting 2-W-sp) (Tyers-twine)

LONG BRANCH RECORD; Type pg. 15" × 22"; Cols. 8 (Nwsprt. Widths 30") (Presses 3-H-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; Casters 1-El; Feeders 11-Jo) (Stereo-Mould'g 1-H-r; Scorch'g 1-ER, 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-sts)

MILLVILLE REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 133; Widths 70", 52½", 35") (Black Ink 6,800) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. En) (Scorch'g 1-No; Casting 1-Ha-hbp)

MORRISTOWN RECORD; Type pg. 17½" × 21"; Cols. 9 (Nwsprt. 700; Widths 33½", 16¾") (Black Ink 14,000) (Presses 3-CP, 1-D-wdt, 1-Ki; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 2-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting D)

NEWARK NEWS; Type pg. 15¼" × 24½"; Cols. 8 (Nwsprt. widths 59½", 44¾", 29¾") (Presses 34-S-wus; Controls 2-CH-dc, 5-GE-dc) (Composing 7-I, 42-L, 2-Lu, 2-M; Casters 4-M, 2-Lu; Feeders 54-Ma) (Stereo-Mould'g 2-S-r; Scorch'g 2-FOS, 2-Ir, 4-StH; Casting 3-H-hbfc, 4-StH#, 4-W-jr#, 2-W-sts#) (Tyers 4-Wt, 9-Gr)

NEWARK STAR-LEDGER; Type pg. 15¾" × 22¾"; Cols. 8 (Nwsprt. widths 60") (Black Ink 634,807; Color 25,545) (Presses 22-H-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 23-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 25-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 2-W-jr, 2-W-sts) (Stuffing 1-She-4; Tyers 3-SP)

NEW BRUNSWICK HOME NEWS; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 2,527; Widths 63", 47¼", 31½") (Black Ink 74,635) (Presses 4-D-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 13-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El, 1-M; Feeders 17-Ma) (Stereo-Mould'g G-r; Scorch'g 2-Sd, 1-Eastern flat; Casting 1-G-hbfc, 1-W-hdp#)

PASSAIC CLIFTON HERALD-NEWS; Type pg. 15 9/16" × 21.785"; Cols. 8 (Nwsprt. 4,377; Widths 62") (Black Ink 118,800) (Presses 4-S-wus, 7-G; Controls 2-CH-ac; Cut off 22¾") (Composing 17-L, 2-Lu; Casters 2-El; Feeders 22-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 1-G-hbfc, 2-G-sp#) (Tyers 1-Wt)

PATERSON NEWS; Type pg. 15⅞" × 21¾"; Cols. 8 (Nwsprt. 4,000; Widths 62", 46½", 31") (Black Ink 3,900) (Presses 5-S-wus; Controls 2-GE-dc; Cut off 22¾") (Composing 3-I, 17-L, 2-Lu, 1-M; TTS 3; Punchers 4; Casters 1-El, 1-Ma, 1-M; Feeders 3-I, 17-L) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 2-W-sp#, 2-StH#)

PERTH AMBOY NEWS; Type pg. 15 11/16" × 22"; Cols. 8 (Composing 11-L, 2-Lu; Casters 2-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-W-r; Scorch'g 1-FOS, 2-StH)

PLAINFIELD COURIER-NEWS; Type pg. 15.563" × 21¾"; Cols. 8 (Nwsprt. 2,400; Widths 62½") (Black Ink 100,000) (Presses 6-H-wus; Controls 1-CW-ac, 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; Casters 2-El; Feeders 19-Ma, 3-Sr) (Stereo-Mould'g 1-S-r, 1-G-r; Scorch'g 2-StH, 2-AP; Casting 1-W-sp#, 1-G-hbfc) (Tyers 2-Gr)

TRENTON TIMES; Type pg. 16 2/5" × 22"; Cols. 8 (Nwsprt. 6,800; Widths 67", 49¼", 33½") (Black Ink 160,280) (Presses 7-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 8-I, 13-L; TTS 9; Punchers 6; Casters 4-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 1-H, 1-StH; Casting 2-H-hbp, 2-H-hbfc)

TRENTON TRENTONIAN; Type pg. 10¼" × 16"; Cols. 5 (Nwsprt. 2,010; Widths 33", 49½", 66") (Black Ink 74,735) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾") (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-No; Casting 1-H-hbp, 1-H-hbfc)

UNION CITY HUDSON DISPATCH; Type pg. 15" × 22"; Cols. 8 (Nwsprt. 3,300; Widths 60", 45", 30") (Black Ink 100,000) (Presses 6-S-wus; Controls 2-CH-ac; Cut off 21¾") (Composing 19-L, 2-Lu; Casters 2-El; Feeders 23-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-ER, 2-StH; Casting 1-H-hbp, 1 W-hdp) (Tyers 3-Wt)

(Continued on Page 278)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 276)

VINELAND TIMES-JOURNAL; Type pg. 16 5/6" × 22½"; Cols. 9 (Nwsprt. 490; Widths 33") (Black Ink 20,000; Color 300) (Presses 1-G-wds; Controls 1-K-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 6-I, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-I, 3-L, 1-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM, 1-StH; Casting 1-EK-hbfc, 1-G-hbp) (Tyers 1-Gr)

WOODBURY TIMES; Type pg. 16⅜" × 21¼"; Cols. 8 (Nwsprt. 403; Widths 33½", 16¾") (Black Ink 11,900) (Presses 6-G (Dek-A-Tube), 1-LG-sf; Cut off 22¾"; Controls 1-CW-ac) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbp-t#, 1-Ha-hbfc, 1-Mo-sts, 1-G (trimmer)

NEW MEXICO

ALAMOGORDO NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black Ink 4,800) (Presses 1-G-wf, 1-Kl-sf, 1-Me-sf, 1-Hi-sf; Controls 1-GE-ac, 1-Kl-ac; Cut off 21½") (Composing 5-L, 1-Lu; Casters 1-Un; Feeders 3-Ke, 3-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

ALBUQUERQUE JOURNAL & TRIBUNE; Type pg. 14 15/16" × 21¼"; Cols. 8 (Nwsprt. 5,346; Widths 29½", 59") (Black Ink 183,476) (Presses 6-G, Color-G; Controls GE-dc; Cut off 22¾") (Composing 6-I, 11-L, 2-Lu; Casters 2-El; Feeders 18-Ma, 3-Sr) (Stereo-Mould'g 2-G-r; Scorch'g 1-Si, 2-StH, 1-Al; Casting 1-Ha-hbp, 2-W-hdp#) (Tyers 1-SP)

ARTESIA PRESS; Type pg. 17" × 22"; Cols. 8 (Nwsprt. 90; Widths 35", 52½", 70") (Black Ink 2,450) (Presses 1-D-AB-wf; Controls 1-CH-ac) (Composing 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

CARLSBAD CURRENT-ARGUS; Type pg. 16½" × 21¾"; Cols. 8 (Presses H; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 1-L, 1-Lu; Casters El) (Engrav. FSpe) (Stereo-Mould'g H; Scorch'g StH)

CLOVIS NEWS-JOURNAL; Type pg. 16¾" × 22"; Cols. 8 (Nwsprt. 290; Widths 32½", 16¾") (Black Ink 9,600; Color 100) (Presses 3-G-sc; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 6-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-I, 1-Ba, 1-Lw) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-StH, 1-FOS; Casting 1-Ha-hbfc, 1-StH-sp#)

FARMINGTON TIMES; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 180; Widths 32¼", 16¼") (Presses 4-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-No; Scorch'g 2-Ha; Casting 1-G-hbp-t#, 1-Ha-hbp) (Tyers 1-BST)

GALLUP INDEPENDENT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 120; Widths 70") (Presses 1-G-wf; Controls 1-GE-ac) (Composing 2-L, 1-Lap, 1-Lu; TTS 1; Punchers 1; Feeders 4-Ma) (Stereo-Mould'g 1-Ha; Casting 1-Ha-hbfc, 1-G)

LAS CRUCES SUN-NEWS; Type pg. 16 7/12" × 20¾";Cols. 8 (Nwsprt. 150; Widths 35", 52½",70") (Black Ink 6,000) (Presses 1-D-wus; Controls 1-GE-ac) (Composing 3-L, 1-Lu, 1-I; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-Ha-am)

LAS VEGAS DAILY OPTIC; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 60) (Presses 1-B-sf, 1-CP-sf, 1-G-Cot-wf, 1-Me-sf; Controls 3-CH-ac) (Composing 3-L, 1-Lu; Feeders 4-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

PORTALES NEWS-TRIBUNE; Type pg. 16½" × 21"; Cols. 8 (Widths 72", 52") (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-EK-hbp)

RATON RANGE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 35", 52¾", 70") (Black Ink 1,800) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L; TTS 2; Punchers 1; Feeders 3-Mo) (Engrav. FSpe) (Casting 1-EK-hbfc)

ROSWELL RECORD; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 459; Widths 31") (Black Ink 11,000; Color 2,000) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu, 1-I; TTS 2; Punchers 2; Casters 2-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-dp; Scorch'g 1-StH; Casting 1-Cg-t#, 1-EK-hbp) (Tyers 1-Gr)

SANTA FE NEW MEXICAN; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 580; Widths 31") (Black Ink 13,860; Color 500) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting D-t#, Ha-hbfc)

TUCUMCARI NEWS; Type pg. 17½" × 22½"; Cols. 8 (Widths 35", 52½", 70") (Presses 1-G-wus-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

NEW YORK

ALBANY KNICKERBOCKER NEWS; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 4,252; Widths 60") (Black Ink 157,400; Color 350) (Presses 10-G-wus, Color-Port. Foun.; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-I, 19-L, 2-T; Casters 2-M; Feeders 29-Ma) (Engrav. En) (Stereo-Mould'g 1-H-r; Scorch'g 3-FOS, 2-StH, 1-ER; Casting 2-W-sp#, 1-H-hbfc)

ALBANY TIMES-UNION; Type pg. 14¾" × 22¼"; Cols. 8 (Nwsprt. 60", 45", 30") (Presses 8-G-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 23-Lap, 2-Lu, 1-M; TTS 2; Punchers 1; Casters 2-M; Feeders 31-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-AP, 2-StH, 1-Cm, 1-ER, 1-FOS; Casting 2-G-hbp, 2-W-hdp, 2-H-flat router, 1-StH-curved router) (Tyers 2-Gr)

AMSTERDAM RECORDER; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 543; Widths 33½", 16¾") (Black Ink 16,050) (Presses 16-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 9-I, 1-Lu; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-t#, 1-Ha-hbfc, 1-H-hbfc) (Tyers 1-Gr)

AUBURN CITIZEN-ADVERTISER; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 394; Widths 34", 17¾") (Black Ink 3,200) (Presses 4-H-wds; Controls 1-CH-ac; Cut off 21¾") (Composing 3-I, 5-L, 1-Lu; Casters 1-M; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp-hbfc)

BATAVIA NEWS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 390; Widths 33", 16½") (Presses 1-G-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

BATH STEUBEN ADVOCATE; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 310; Widths 31½") (Black Ink 6,500) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-M; TTS 3; Punchers 3; Casters 1-El, 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t, 1-We-hbfc)

BINGHAMTON PRESS; Type pg. 15 3/16" × 21¾"; Cols. 8 (Nwsprt. 5,515; Widths 61", 45¾", 30½") (Black Ink 188,009) (Presses 6-H-wus; Controls 1-CH-dc; Cut off 22¾") (Composing 12-I, 16-L, 2-M; Casters 2-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Si, 2-Sd, 2-StH; Casting 2-W-hdp#)

BINGHAMTON SUN; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 1,169; Widths 66", 49½", 33") (Black Ink 31,839) (Presses 3-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 10-L, 2-Lu; Casters 1-El; Feeders 15-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-H, 1-StH; Casting 1-G-hbp, 1-G-hbfc#, 2-H-hbp, 2-H-hbdt, 1-H-hbfc)

BUFFALO COURIER-EXPRESS; Type pg. 15¾" × 22¼"; Cols. 8 (Nwsprt. 24,238; Widths 64", 48", 32", 16") (Black Ink 675,162; Color 29,673) (Presses 27-S-wus; Controls 5-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 35-L, 2-Lu, 1-M; Casters 5-El; Feeders 35-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-StH; Casting 1-W-hbfc, 3-W-am, 2-W-hds) (Stuffing 2-She-5; Tyers 4-SP)

BUFFALO NEWS; Type pg. 15 3/16" × 22 7/16"; Cols. 8 (Nwsprt. 36,500; Widths 64", 48", 32", 16") (Black Ink 1,263,861) (Presses 24-G-wus; Controls 3-CW-ac, 3-CW-dc; Cut off 23 9/16") (Composing 37-Lap; Casters 5-El, 2-M; Feeders 48-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 6-StH; Casting 3-W-am-jr) (Tyers 5-SP)

CANANDAIGUA MESSENGER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 98; Widths 33") (Black Ink 2,927) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-Ha-hbfc)

CATSKILL MAIL; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 70") (Presses 1-G-wf; Controls 1-GE-ac) (Composing 4-L, 1-Lu; Caster 1-El; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-G-hbfc, 1-Ha-hbfc)

CORNING LEADER; Type pg. 15" × 21"; Cols. 8 (Nwsprt. widths 15¾", 31½") (Presses 8-G-wdt; Controls 2-GE-ac; Cut off 22¾") (Composing 6-I, 1-Lu; TTS 4; Punchers 4; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-t#)

CORTLAND STANDARD; Type pg. 11 1/12" × 21"; Cols. 8 (Nwsprt. 300; Widths 16", 32") (Black Ink 7,225) (Presses 1-D-wdt; Controls 1-K-ac; Cut off 22¾") (Composing 10-L, 1-Lu; TTS 2; Casters 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t, 2-H-hbfc, 1-H-hds)

DUNKIRK OBSERVER; Type pg. 16¾" × 21¾"; Cols. 8 (Nwsprt. 382; Widths 33", 16½") (Black Ink 14,800) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 3-Ke, 8-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-FOS; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Gr)

ELMIRA ADVERTISER & STAR-GAZETTE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 3,233; Widths 62½", 46¾", 31¼", 15½") (Black Ink 132,520) (Presses 4-D-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; TTS 2; Casters 3-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH, 2-AP; Casting G-hbfc, W-sp#, Hughes-hbfc) (Tyers 2-Gr)

GENEVA TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 400; Widths 33", 16½") (Black Ink 14,000) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-M; Feeders 10-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-StH; Casting 1-D-t#, 1-No-hbfc)

GLENS FALLS POST-STAR & TIMES; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 1,140; Widths 33", 16½") (Black Ink 23,000) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 6-L; Casters 1-El, 2-M; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 3-FOS; Casting 1-D-t#, 1-H-hbfc) (Tyers 1-Gr)

GLOVERSVILLE LEADER-HERALD; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 594; Widths 34", 51") (Black Ink 17,170) (Presses 1-G-wds; Controls 1-GE-ac) (Composing 9-I, 1-Lu; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp) (Tyers 2-Gr)

HERKIMER TELEGRAM; Type pg. 15 2/3" × 22"; Cols. 8 (Nwsprt. widths 16", 32") (Presses 1-H-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 1-I, 4-L; TTS 1; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-MTO; Casting 1-G-hbfc)

HORNELL TRIBUNE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 271; Widths 31½", 15¾") (Black Ink 750) (Presses D-wdt, CP; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-M; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t, 1-Ha-hbfc)

HUDSON REGISTER-STAR; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 200; Widths 35", 52¾", 70") (Black Ink 800) (Presses 1-G-wf) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Casting 1-A-hbfc)

ITHACA JOURNAL; Type pg. 17½" × 21¾"; Cols. 9 (Nwsprt. 529.3) (Black Ink 15,439) (Presses 6-D-wut-wds, wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 3-I, 9-L, 1-Lu; TTS 1; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 3-AP; Casting 1-D-t#, 1-G-hbfc#)

JAMAICA LONG ISLAND PRESS; Type pg. 55¾" × 22 1/16"; Cols. 8 (Presses 12-G-wus, 11-S-wus; Cut off 22¾") (Composing 12-I, 22-L, 3-Lu, 2-M; Casters 4-El, 2-M) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 3-StH; Casting 1-H-hbfc, 1-W-jr-hds-2-hdp-3#) (Tyers 3-SP)

JAMESTOWN POST-JOURNAL; Type pg. 16" × 22¾"; Cols. 8 (Nwsprt. 1,827; Widths 64") (Black Ink 51,450) (Presses 4-S-wus; Cut off 22 9/16") (Composing 7-I, 8-L, 2-Lu; TTS 5; Punchers 6; Casters 1-El, 1-M; Feeders 3-Lw, 16-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 2-FOS, 1-StH; Casting 1-G-hbfc, 1-No-hbfc) (Tyers 1-Gr)

KINGSTON FREEMAN; Type pg. 15 11/12" × 21¾"; Cols. 8 (Nwsprt. 733; Widths 16¾", 32½") (Black Ink 22,299) (Presses 11-G-wut; Controls 2-GE-ac; Cut off 22¾") (Composing 10-I, 1-L, 2-Lu, 1-M; Casters 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#)

LITTLE FALLS TIMES; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 140; Widths 33") (Black Ink 5,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 1) (Engrav. FSpe) (Scorch'g 1-AP, 1-No; Casting 1-H-sts, 1-D-hbfc)

LOCKPORT UNION-SUN & JOURNAL; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 466; Widths 17½", 35") (Black Ink 19,500) (Presses D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-t#, 1-No-hbfc)

LONG ISLAND NEWSDAY; Type pg. 11¾" × 15½";Cols. 5 (Nwsprt. 31,000; Widths 61", 45 11/16", 30 7/16") (Black Ink 900,000) (Presses 9-G-wus, 10-W-wus; Controls 1-CE-ac, 1-GE-ac; Cut off 22¾") (Composing 14-I, 12-L, 2-Lu; Casters 3-El; Feeders 11-I, 20-Ma) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 1-Ha, 3-StH; Casting 2-Ha-hbfc, 3-W-hdp#) (Tyers 2-SP)

MALONE TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 120; Widths 34", 16¾") (Black Ink 2,700) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 4-I, 1-Lu; Feeders 4-Ke, 1-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Cm; Casting 1-H-hbp)

MEDINA JOURNAL-REGISTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 70", 17½") (Black Ink 3,000) (Presses D-wf; Controls 1-CE-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

MIDDLETOWN DAILY RECORD (Cold-Type, Offset); Type pg. 10" × 16"; Cols. 5 (Nwsprt. Widths 35") (Presses Hantscho self-perfecting rotary web offset; Cut off 22¾", She-5E Inserter) (Typesetting-7-JUS, 2-Vari-Types, 3 IBM, 3-Pro-Type) (Photo-Mechanical - Consolidated camera, Brown vacuum frame, Bulb single arc lamp, Pre-sensitized plates.)

MIDDLETOWN TIMES-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 450; Widths 22½", 45") (Black Ink 19,300) (Presses 1-S-wds, 2-CP-sf, 1-Me-sf; Controls 1-GE-ac; Cut off 17¾") (Composing 3-I, 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-EK-hbfc, 1-E-hbfc, 1-S-hbp, 1-We-hbfc) (Tyers 1-Gr)

NEWBURGH-BEACON NEWS; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 962.5; Widths 62", 46½", 31") (Black Ink 35,500) (Presses 4-G-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 2-I, 12-L, 1-M; TTS 5; Punchers 1; Casters 1-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH, 2-Tt; Casting 1-G-hbfc, 1-StH-sts, 1-W-sp#) (Tyers 1-Gr)

BROOKLYN DAILY; Type pg. 10" × 14¼"; Cols. 5 (Nwsprt. 600; Widths 30", 15") (Black Ink 24,000; Color 6,000) (Presses 3-G-wus; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 2-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No, 1-StH; Casting 1-No-hbfc, 1-W-sp)

NEW YORK HERALD TRIBUNE; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 54,070; Widths 59½", 44¾", 29¾") (Black Ink 1,700,000) (Presses 57-S-wus; Controls 7-CW-ac, 6-GE-dc; Cut off 22¾") (Composing 78-L, 3-Lap, 1-L&R 1-M, 1-T; Casters 1-El, 4-M; Feeders 5-Ma, 84-Str) (Stereo-Mould'g 3-S-r; Scorch'g 5-StH, 1-DT, 3-ER, 2-HM, 1-Sd; Casting 1-W-hdp, 2-H-hbdt, 1-hbp, 6-W-am, 5-W-sts, 6#) (Stuffing 3-She-8; Tyers 4-Sp, 1-Wt)

NEW YORK JOURNAL OF COMMERCE; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 2,000; Widths 60") (Presses 6-H-wus; Controls CW-ac, K-ac; Cut off 22¾") (Composing 28-I, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 3-AP, 2-StH; Casting 1-Ha, 1-W-sp#)

NEW YORK JOURNAL-AMERICAN; Type pg. 14¾" × 20"; Cols. 8 (Nwsprt. Widths 59½") (Presses 80-H-wus; Controls 44-GE-ac, 36-CH-dc; Cut off 21½") (Composing 6-I, 58-L, 3-Lu; Casters 3-El, 2-M; Feeders 69-Ma) (Engrav. pc) (Stereo-Mould'g 2-D-r, 1-H-r, 1-LE-dp; Scorch'g 2-Cm, 1-Ir, 5-StH; Casting 1-G-hbfc, 1-H-hbp, 1-H-hbfc, 5-W-am, 2-W-jr, 7-W-sts) (Tyers 1-SP, 17-Wt)

NEW YORK MIRROR; Type pg. 10¾" × 14¾"; Cols. 5 (Nwsprt. Widths 29¾", 44 13/16", 59½") (Presses 41-H-wus, 32-H-wds; Controls 3-CW-ac, 9-CH-ac, 4-GE-ac; Cut off 22¾") (Composing 31-I, 2-Lu; Casters 3-El, 2-M; Feeders 35-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 7-StH; Casting 6-W-am, 2-W-jr, 4-W-sts, 2-W-hds) (Tyers 2-SP, 7-Eb)

NEW YORK MORNING TELEGRAPH; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 3,332; Widths 61", 49¾", 30½") (Black Ink 56,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾") (Pre-Reg. 2-StH) (Composing 26-L, 1-Lu; Casters 1-El; Feeders 26-Ma) (Stereo-Mould'g 2-D-dp; Scorch'g 2-Al; Casting 1-W-hbfc, 2-W-hdp#) (Tyers 1-SP)

NEW YORK NEWS; Type pg. 9¾" × 14¾"; Cols. 5 (Nwsprt. 255,000; Widths 60½", 45¾", 30¾") (Black Ink 7,976,000; Color 3,409,000) (Presses 107-G-wus, Color 16-S-wus, 16-G-wds, 33-G-wus; Controls 16-CW-ac, 3-GE-ac, 7-CW-dc; Cut off 21½"; Color 22¾", 21½") (Photo-Elec. 3-GE) (Composing 6-I, 71-L, 5-Lu; Casters 6-El; Feeders 88-Ma) (Engrav. pc) (Stereo-Mould'g 4-G-r; Scorch'g 11-StH; Casting 1-G-hbfc#, 2-H-hbfc, 15-W-am#, 15-W-hds) (Tyers 16-SP)

NEW YORK POST; Type pg. 10¾" × 14¾"; Cols. 5 (Nwsprt. Widths 60") (Black Ink 1,268,159; Color 18,039) (Presses 6-H-wus, 16-S-wus; Controls 2-CH-ac, 6-GE-dc; Cut off 22¾", 21½"; ROP Colors 1) (Composing 3-I, 38-L, 2-Lu; Casters 4-El; Feeders 47-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 2-Ir, 4-StH; Casting 5-W-jr#, 1-W-sts#, 2-W-hds#)

NEW YORK TIMES; Type pg. 14¾" × 21.86"; Cols. 8 (Nwsprt. 199,000; Widths 80", 45", 30") (Black Ink 6,012,000) (Presses 16-H-wus, 90-W-wus; Controls 17-GE-dc, 4-CE-ac, 1-CE-dc, 2-CW-ac, 4-CW-dc; Cut off 22¾") (Composing 73-I, 48-L, 3-Lu, 2-M; Casters 4-El, 5-M; Feeders 14-I, 119-Ma, 2-Str) (Engrav. pc) (Stereo-Mould'g 4-H-r; Scorch'g 1-Cm, 3-Il, 7-StH, 1-Ha, 3-Al, 2-Cm; Casting 6-W-hds#, 11-W-am#, 5-W-sts#, 1-H-hbp-2-hbfc) (Stuffing 7-She-8, 4-Hv-5; Tyers 17-SP)

NEW YORK WALL STREET JOURNAL; Type pg. 16 5/16" × 21¼"; Cols. 6 (Nwsprt. 7,300; Widths 33", 49½", 66") (Black Ink 180,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 21-L, 2-Lu; TTS 12; Punchers 12; Casters 1-El; Feeders 27-Ma) (Stereo-Mould'g 1-LE-dp, 1-S-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 2-H-hbfc, 2-W-hdp#)

(Continued on Page 280)

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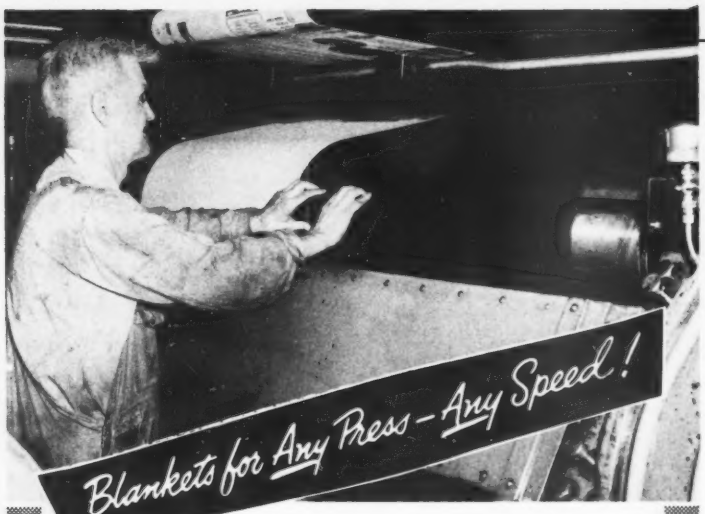

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MECHANICAL EQUIPMENT—Continued

(Continued from Page 278)

NEW YORK WORLD TELEGRAM & SUN; Type pg. 14.899" × 22"; Cols. 8 (Nwsprt. 43,926; Widths 59½", 44½", 29¾") (Black Ink 1,459,613; Color 6,400) (Presses 40-G-wus, 49-H-wus, Color 8-Cap; Controls 12-GE-ac, 11-CE-dc; Cut off 22¾") (Composing 49-I, 3-Lu, 2-M; Casters 3-El, 2-M; Feeders 59-Ma) (Engrav. pc) (Stereo-Mould'g 3-H-r; Scorch'g 2-Al, 1-If, 3-Sd, 6-StH; Casting 6-W-am, 3-W-sts, 3-W-hds#) (Tyers 6-BP)

NIAGARA FALLS GAZETTE; Type pg. 15.23" × 22.83"; Cols. 8 (Nwsprt. 2,720; Widths 31", 46½", 62") (Black Ink 92,000; Color 500) (Presses 6-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-L, 2-Lu; Casters 2-El, 1-M; Feeders 24-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbfc, 1-Ha-am, 2-W-hdp#) (Tyers 2-Sa)

NORWICH SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 102.5; Widths 35", 52¾", 70") (Black Ink 4,800) (Presses 1-CD-wf; Controls 1-CH-ac) (Composing 5-L; Feeders 5-Ma) (Scorch'g 1-FOS; Casting 1-EK-am, 1-H-hbp)

NYACK JOURNAL-NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 405; Widths 66", 49½", 33") (Presses 2-H-wus; Controls 1-CH-ac; Cut off 21½") (Composing 7-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Ma, 7-I) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc) (Tyers 1-BST)

OGDENSBURG JOURNAL & ADVANCE-NEWS; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 188; Widths 32", 48", 64") (Black Ink 6,970) (Presses 2-G-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 2-hbfc, 1-W-sp) (Tyers 2-Wt)

OLEAN TIMES-HERALD; Type pg. 17 3/32" × 21½"; Cols. 9 (Nwsprt. 720; Widths 34", 17") (Black Ink 20,800) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 11-L, 1-Lu; TTS 5; Punchers 5; Casters 1-El, 1-M; Feeders 13-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-hbp, 1-D-t#, 1-No-hbp#) (Tyers 1-BST)

ONEIDA DISPATCH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 160; Widths 35", 52¾", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 21½") (Composing 5-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha)

OSWEGO PALLADIUM-TIMES; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 367; Widths 16½", 33") (Black Ink 25,000) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 5-I, 5-L, 1-Lu, 1-M; Casters 1-M) (Engrav. 1-FSpe) (Stereo-Mould'g 1-D-dr; Scorch'g 3-FOS; Casting 1-D-hbp, 2-G-hbp, 1-Ha-hbfc#) (Tyers 2-Wt)

PEEKSKILL STAR; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 300; Widths 32", 16") (Black Ink 6,000) (Presses 5-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 6-L, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp, 1-D-hbfc)

PLATTSBURGH PRESS-REPUBLICAN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 475; Widths 33", 16½") (Black Ink 7,250; Color 450) (Presses 12-H-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 3) (Pre-Reg. Webber) (Composing 6-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-W-sp)

POUGHKEEPSIE NEW YORKER; Type pg. 14¾" × 22¾"; Cols. 8 (Nwsprt. 2,000; Widths 60", 45", 29 15/16") (Black Ink 60,000) (Presses 4-G-wus; Controls 1-GE-ac, 1-Wg-ac; Cut off 22¾") (Composing 1-Lu, 16-L, Casters 2-El; Feeders 19-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-EK-hbp, 1-W-hdp#)

ROCHESTER DEMOCRAT & CHRONICLE AND TIMES-UNION; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 26,900; Widths 60") (Black Ink 1,000,000) (Presses 16-H-wus, Color 6-H; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 41-L, 3-Lu, Casters 6-M; Feeders 49-Ma) (Engrav. pc) (Stereo-Mould'g 1-Gr, 1-LE-dp; Scorch'g 3-Au, 1-Al; Casting 1-No-hbfc, 3-W-jr#, 1-W-sts, 1-W-hds#) (Tyers 3-Wal)

ROME SENTINEL; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 740; Widths 35", 17½") (Black Ink 22,000; Color 400) (Presses 8-D-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-I, 2-Lu; TTS 3; Punchers 4; Casters 2-El; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-AP; Casting 1-G-t#, 1-No-hbfc) (Tyers 2-Gr)

SALAMANCA REPUBLICAN-PRESS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 130; Widths 17", 34") (Black Ink 4,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-WF; Casting 1-D-t, 1-Ha-hbfc)

SARATOGA SPRINGS SARATOGIAN; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 364; Widths 33", 16½") (Black Ink 13,862) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; Casters 1-M; Feeders 9-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-D-hbp-1-hbfc, 1-G-#) (Tyers 1-Wt)

SAUGERTIES POST; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 30; Widths 70") (Presses 1-G) (Composing 3-I, 2-L; Casters 1-E) (Engrav. FSpe) (Casting 8-EK-hbp)

SCHENECTADY GAZETTE; Type pg. 15 11/16" × 22¾"; Cols. 8 (Nwsprt. 3,300; Widths 62") (Black Ink 120,000) (Presses 6-H-wds; Controls 1-CH-ac, 1-GE-ac; Cut off 23 9/16") (Composing 11-I, 5-L, 2-Lu; Casters 1-El, 3-M) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-W-am-jr) (Tyers 3-Gr)

SCHENECTADY UNION-STAR; Type pg. 15 9/16" × 22 1/14"; Cols. 8 (Nwsprt. 2,204; Widths 62", 46½", 31") (Black Ink 70,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; Casters 2-El; Feeders 21-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 3-FOS, 1-StH; Casting 3-H-hbfc, 1-W-sp) (Tyers 2-Gr)

SYRACUSE HERALD-JOURNAL & HERALD-AMERICAN; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 17,000; Widths 60", 45", 30") (Black Ink 495,000; Color 5,000) (Presses 12-G-wus; Controls 3-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 17-I, 9-L, 2-Lu; TTS 6; Punchers 5; Casters 3-M; Feeders 31-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-Al, 2-FOS, 3-StH; Casting 1-G-hbp, 1-Ha-hbp, 2-W-am, 1-W-sts, 1-W-hds#) (Stuffing 1-She-6; Tyers 2-Wal)

SYRACUSE POST-STANDARD; Type pg. 15¾" × 22"; Cols. 8 (Widths 60") (Presses 6-H-wus; Controls 1-CH-ac; ROP Colors 3) (Composing 13-I, 7-L, 2-Lu; TTS 3; Punchers 4; Casters 2-M) (Stereo-Mould'g H-r; Scorch'g 1-FOS, 1-Ir, 2-StH; Casting 3-H-hbfc, 2-W-hdp#) (Stuffing 1-She-5; Tyers 1-SP, 3-Wt)

TONAWANDA NEWS; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 570; Widths 30", 15") (Black Ink 18,000) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 21½") (Composing 8-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-A-hbp, 1-EK-hbfc)

TROY RECORD & TIMES RECORD; Type pg. 15⅝" × 22¾"; Cols. 8 (Nwsprt. 3,426; Widths 64", 48", 32") (Black Ink 126,980) (Presses 6-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 16-L, 2-Lu; Casters 1-El, 2-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-AP, 2-StH; Casting 2-W-hdp#) (Tyers 3-Gr)

UTICA OBSERVER DISPATCH & PRESS; Type pg. 15" × 22⅝"; Cols. 8 (Nwsprt. 4,762; Widths 60", 45", 30", 15") (Black Ink 190,747; Color 3,056) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 13-I, 8-L, 2-Lu; Casters 1-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-Al, 2-StH; Casting 2-W-hdp#, 1-G-hbfc) (Tyers 2-Gr)

WATERTOWN TIMES; Type pg. 15 3/5" × 22"; Cols. 8 (Nwsprt. 2,476; Widths 62", 46½", 31") (Black Ink 80,000))Presses 5-H-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 45-I, 13-L, 2-Lu; Casters 1-El, 1-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-No, 2-StH; Casting 1-W-hdp#, 1-G-hbp-2-hbfc) (Tyers 1-Gr)

WELLSVILLE REPORTER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52¾", 70") (Black Ink 4,000) (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 3; Punchers 2; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

NORTH CAROLINA

ASHEVILLE CITIZEN-TIMES; Type pg. 15 1/16" × 22"; Cols. 8 (Nwsprt. 4,080; Widths 60", 45", 30") (Black Ink 168,057; Color 2,291) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 15-L, 2-Lu; TTS 4; Punchers 1; Casters 1-El, 2-M; Feeders 20-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-W-hbp) (Tyers 3-Gr)

BURLINGTON TIMES-NEWS; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 900; Widths 64", 48", 32", 16") (Black Ink 25,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 8-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-Sd, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Gr)

CHARLOTTE NEWS; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 5,026; Widths 62", 46½", 31", 15¾") (Black Ink 194,000; Color 6,800) (Presses 5-D-wus, Color 4-G-wds; Cut off 22¾"; ROP Colors 1) (Composing 15-L, 1-Lu; TTS 4; Punchers 5; Casters 2-El; Feeders 1-Jo, 17-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-He, 1-StH; Casting 1-G, 1-StH, 1-A-hdp#)

CHARLOTTE OBSERVER; Type pg. 15 9/16" × 21 15/16"; Cols. 8 (Nwsprt. 16,989; Widths 60", 45", 30") (Black Ink 303,940; Color 65,001) (Presses 12-H-wus; Controls 4-CH-ac; Cut off 22¾"; ROP Colors 3)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Composing 25-L, 2-Lu, 1-M; TTS 6; Punchers 6; Casters 2-El, 1-M; Feeders 30-Ma) (Stereo-Mould'g 2-H-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 2-W-jr-hds#) Tyers 2-SP, 1-Wt)

CONCORD TRIBUNE; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 330; Widths 32", 16") (Black Ink 13,840; Color 150) (Presses 4-H-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Photo Elec. 1-CE) (Composing 1-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ma, 4-Str) (Engrav. FSpe) (Stereo-Mould'g 1-H-r-dp; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-sp#)

DURHAM HERALD & SUN; Type pg. 15 1/16" × 22½"; Cols. 8 (Nwsprt. 3,600; Width 60", 45", 30") (Black Ink 150,000) (Presses 4-G-wus; Controls CH-ac; Cut off 23 9/16") (Composing 13-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 2-M; Feeders 18-Ma) (Engrav. pc.) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 2-StH; Casting 1-H-hbfc, 2-W-hdp, 1-Prem. Rot. Shav.) (Tyers 2-Gr)

ELIZABETH CITY ADVANCE; Type pg. 15 1/6" × 21"; Cols. 8 (Nwsprt. 200) (Black Ink 4,810; Color 25) (Presses 2-H-wus-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 1-Lu; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r-dp; Scorch'g 1-FOS; Casting 1-H-hbp)

FAYETTEVILLE OBSERVER; Type pg. 15" × 22"; Cols. 8 (Nwsprt. 1,762; Widths 60") (Presses G-web, Color-G; Controls 1-CE-dc; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; TTS 3; Punchers 1; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting G-am-hds)

GASTONIA GAZETTE; Type pg. 16¾" × 22¾"; Cols. 9 (Nwsprt. 901; Widths 34") (Black Ink 27,600; Color 150) (Presses G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 4-HM, 1-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sh, 1-StH; Casting 1-EK-hbfc, 1-W-sp#) (Tyers 1-Gr) (1 Elliot Address)

GOLDSBORO NEWS-ARGUS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 396; Widths 34", 16¾") (Black Ink 13,330; Color 370) (Presses 4-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ma, 2-MM) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Gr)

GREENSBORO NEWS & RECORD; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 9,102; Widths 60") (Black Ink 304,860) (Presses 10-G-wus; Controls 1-CW-ac; Cut off 22¾") (Pre-Reg. 1-W) (Composing 11-I, 7-L, 2-Lu; Casters 4-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-StH, 1-Al; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 1-SP)

GREENVILLE REFLECTOR; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 212; Widths 32") (Black Ink 6,750) (Presses 1-G-wus; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r, 1-Sx-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbp, 1-W-hdp#) (Tyers 1-Gr)

HENDERSON DISPATCH; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 120; Widths 33", 16½") (Black Ink 3,000) (Presses 1-D-wf; Cut off 22½") (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Casting 1-EK-hbp, 1-EK-hbfc)

HENDERSONVILLE TIMES-NEWS; Type pg. 16¾" × 21¾"; Cols. 8 (Nwsprt. 142; Widths 17", 34") (Black Ink 5,400) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 1-Lu, 4-L; Casters 1-El) (Stereo-Mould'g 1-W-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-Sw-hbfc)

HICKORY RECORD; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 754¾; Widths 63", 47¼", 31½", 15") (Black Ink 21,333) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; TTS 2; Casters 1-El) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-Al, 1-Sd; Casting 1-Cg-hbfc, 1-Hm-hbp, 1-W-jr-No (melt. pot), 1-Mo-hds, 1-No) (Tyers 2-Wt)

HIGH POINT ENTERPRISE; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 1,466; Widths 64", 48", 32", 16") (Black Ink 55,000) (Presses 4-H-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 1-Lu; TTS 5; Punchers 3; Casters 1-El, 1-M; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

JACKSONVILLE NEWS; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 266; Widths 65", 48¾",32½") (Black Ink 890) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-Ke, 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-H-hbdt-hbf)

KANNAPOLIS INDEPENDENT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 440; Widths 16", 32") (Black Ink 12,500; Color 250) (Presses 4-D-wut; Controls 1-CE-ac; Cut off 21½") (Composing 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 2-FOS; Casting 1-D-sts, 1-D-t#, 1-EK-hbp, 1-Mo)

KINSTON FREE PRESS; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 345; Widths 17") (Black Ink 10,000) (Presses 6-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbp)

LEXINGTON DISPATCH; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 300; Widths 33", 49½", 66") (Black Ink 6,000; Color 100) (Presses 2-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-HM, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-W-dp; Scorch'g 2-No; Casting 1-Ha-hbp, 1-W-sp) (Tyers 1-Wt)

LUMBERTON ROBESONIAN; Type pg. 15 15/16" × 21½"; Cols. 8 (Nwsprt. 204; Width 32") (Black Ink 6,500) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g G-r; Scorch'g 1-Sm, 1-StH; Casting 1-H-hbp)

NEW BERN SUN JOURNAL; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 251; Widths 17", 34") (Black Ink 12,121; Color 100) (Presses 6-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-sts, 1-G-t#, 1-Ha-hbfc) (Tyers 1-Gr)

RALEIGH NEWS & OBSERVER AND TIMES; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 10,000; Widths 60", 45", 30") (Presses 10-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 18-L; TTS 6; Punchers 7; Casters 2-El, 2-M; Feeders 2-I, 4-Lw, 8-Ma, 14-Sr) (Engrav. pc) (Stereo-Mould'g 2-S-r; Scorch'g 2-AP, 1-Al, 2-StH; Casting 1-W-sp, 1-W-hdp) (Tyers 1-Wal)

REIDSVILLE REVIEW; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 100; Widths 33", 16½") (Presses 1-G-wds; Controls 1-CE-ac; Cut off 23 9/16") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-G-sp) (Tyers 1-Wt)

ROANOKE RAPIDS HERALD; Type pg. 16" × 21¾"; Cols. 8 (Nwsprt. 130; Widths 16", 32") (Black Ink 4,750) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 1-Jo, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-Ha-hbfc, 1-H-hbp)

ROCKY MOUNT TELEGRAM; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 800; Widths 64", 48", 32") (Black Ink 24,000; Color 205) (Presses 3-G-wds; Controls 1-GE-ac; ROP Colors 3) (Composing 1-I, 10-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp) (Tyers 1-SP)

SALISBURY POST; Type pg. 15¾" × 21 2/3"; Cols. 8 (Nwsprt. 962; Widths 32") (Black Ink 41,121; Color 500) (Presses 1-G-wds; Controls 1-CW-ac; ROP Colors 3) (Composing 10-L, 2-Lu; TTS 4; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS; Casting 1-W-jr)

SANFORD HERALD; Type pg. 15" × 20¾"; Cols. 8 (Nwsprt. 250; Widths 15½", 31") (Black Ink 3,750) (Presses 1-G-wds; Cut off 21½") (Composing 5-L, 1-Lu; Casters 1-M) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd, 1-StH; Casting 1-G-hbfc, 1-H-sts, 1-Ha-hbfc) (Tyers 1-Wt)

SHELBY STAR; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 350; Widths 16", 32", 48", 64") (Black Ink 12,500) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 2-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 3-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbp, 1-W-sp#) (Tyers 1-Wt)

STATESVILLE RECORD & LANDMARK; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 225; Widths 33", 16½") (Black Ink 2,500; Color 500) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22½"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Jo, 2-Ma, 2-Si) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-t#)

WASHINGTON NEWS; Type pg. 16¼" × 22½"; Cols. 8 (Nwsprt. 150; Widths 33½", 16¾") (Black Ink 4,000; Color 10) (Presses 1-H-wus; Controls 1-GE-ac; Cut off 22 9/16") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-H-hbp)

WILMINGTON STAR & NEWS; Type pg. 16 5/16" × 22¾"; Cols. 8 (Nwsprt. 1,545; Widths 65", 48¾", 32½") (Black Ink 55,561; Color 1,231) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 5; Punchers 3; Casters 2-El; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc, 1-Ha-hbp, 1-W-sp#)

WILSON TIMES; Type pg. 16" × 20"; Cols. 8 (Widths 33½") (Black Ink 10,000; Color 500) (Presses 1-H-wds; Controls 1-CW-ac; Cut off 21½") (Composing 6-L, 1-Lu, 1-M; TTS 3; Punchers 2; Casters 1-M; Feeders 3-Ke, 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-W-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-H-hbp)

WINSTON-SALEM JOURNAL & TWIN CITY SENTINEL; Type pg. 17¾" × 22¾"; Cols. 9 (Nwsprt. 6,850; Widths 34", 51", 68") (Black Ink 200,000; Color 1,500) (Presses 5-S-wus; Controls 1-CW-ac, 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-L, 2-Lu; TTS 5; Punchers 5; Casters 1-El, 3-M; Feeders 25-Ma) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-Al, 1-Ha, 2-StH; Casting 1-EK-hbfc, 2-W-sp-hdp) (Tyers 5-Gr)

NORTH DAKOTA

BISMARCK TRIBUNE; Type pg. 15.63" × 22¾"; Cols. 8 (Nwsprt. 506½; Widths 62") (Black Ink 24,487; Color 250) (Presses 4-G-wus; Controls 1-GE-ac; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-W-am-sp#)

DEVILS LAKE JOURNAL; (Nwsprt. 60)

DICKINSON PRESS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 140; Widths 16¾", 33½", 50½", 67") (Black Ink 3,600; Color 50) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 3-L; TTS 1; Feeders 2-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-Ha-dp; Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-hbfc)

FARGO FORUM, REPUBLICAN & DAILY NEWS; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 2,767; Widths 62", 46½", 31") (Presses 6-G-wus; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-I, 4-L; TTS 3; Punchers 2; Casters 1-El, 2-M; Feeders 5-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-Ha, 1-StH; Casting 1-Ha-hbp, 1-WNU-hbfc, 1-W-hdp#) (Tyers 3-Gr)

GRAND FORKS HERALD; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 1,870; Widths 64", 48", 32") (Black Ink 60,000; Color 800) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 4-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Ma, 9-Mo, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Gr)

JAMESTOWN SUN; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 175; Widths 66", 49½", 33") (Black Ink 1,800) (Presses 2-Twim-Cot, Color att; Cut off 22½") (Composing 1-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 7-Ma) (Casting 1-Ha-hbp)

MINOT NEWS; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 903½; Widths 62", 46½", 31") (Presses 4-G-wus; Controls 1-GE-ac) (Composing 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-Ma, 8-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-W-hdp#) (Tyers 2-BST)

VALLEY CITY TIMES RECORD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 70", 52¾", 35") (Black Ink 2,500) (Presses 2-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-jr)

WILLISTON HERALD; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 204; Widths 33") (Black Ink 4,800) (Presses 2-H-wus; Cut off 23 9/16") (Composing 5-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. En) (Stereo-Mould'g 1-G; Scorch'g 1-StH; Casting 1-EK-hbp)

OHIO

AKRON BEACON-JOURNAL; Type pg. 14¾" × 23 1/16"; Cols. 8 (Widths 60", 45", 30") (Presses 18-H-wus; Controls 4-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 3-I, 3-Lu, 34-L; Casters 4-El; Feeders 45-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-H-r; Scorch'g 2-Al, 1-Cm, 2-FOS, 4-StH; Casting 2-G-hbfc#, 2-H-hbfc, 2-W-jr-hdp-1 hds#) (Tyers 4-Wt)

ALLIANCE REVIEW; Type pg. 17¾" × 21"; Cols. 9 (Nwsprt. 750; Widths 35") (Black Ink 2,250) (Presses 10-W-wds; Controls 1-CE-ac; Cut off 21½") (Composing 2-I, 5-L, 2-Lu, 1-M; Casters 1-M; Feeders 10-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-hbp) (Tyers 4-Wt)

ASHLAND TIMES-GAZETTE; Type pg. 16 5/16" × 23 5/16"; Cols. 8 (Nwsprt. 376; Widths 33", 49½", 66") (Black Ink 14,522; Color 40) (Presses 3-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lap; TTS 5; Punchers 4; Casters 1-El; Feeders 9-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-AP; Casting 1-G-hbfc, 1-H-hbp)

ATHENS MESSENGER; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 800; Widths 63", 47¼", 31½", 15¾") (Black Ink 37,000; Color 250) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-I; Casters 1-M) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-W-hdp, 1-EK-hbp) (Tyers 2-Wt)

(Continued on Page 282)

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MECHANICAL EQUIPMENT—Continued

(Continued from Page 281)

BELLEFONTAINE EXAMINER; Type pg. 15¾" × 21⅝"; Cols. 8 (Nwsprt. 333½; Widths 32", 15⅝") (Black Ink 5,460) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L; Casters 1-El; Feeders 6-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 2-StH; Casting 1-D-hbp-t)

BELLEVUE GAZETTE; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 70; Widths 52¾", 70") (Presses 1-G-wf; Cut off 22¾") (Composing 3-L, 1-M; TTS 2; Punchers 2; Feeders 3-Ma) (Casting 1-Ha-hbp, 1-Ha-sts)

BOWLING GREEN SENTINEL-TRIBUNE; Type pg. 14¾" × 21¼"; Cols. 8 (Nwsprt. 300; Widths 31⅛", 15½") (Black Ink 9,332; Color 40) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Lw, 3-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-G-sts-t)

BRYAN TIMES; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 100; Widths 66", 49½", 33") (Black Ink 2,400) (Presses 1-G-wf) (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma, 4-Sr) (Casting 1-No-hbfc)

BUCYRUS TELEGRAPH-FORUM; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 232; Widths 33", 16¾") (Black Ink 7,200) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-HM; Casting 1-D-t, 1-EK-hbfc, 1-G-hbp)

CAMBRIDGE JEFFERSONIAN; Type pg. 15 9/16" × 21 5/16"; Cols. 8 (Nwsprt. 500; Widths 31") (Black Ink 10,500; Color 125) (Presses 6-D-wut; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-WF, 1-AP, 1-FOS, 1-StH; Casting 1-BS-hbfc, 1-D-t#, 1-EK-hbfc)

CANTON REPOSITORY; Type pg. 15.659" × 22½"; Cols. 8 (Nwsprt. 8,500; Widths 15⅝", 31", 46½", 62") (Black Ink 290,000; Color 3,703) (Presses 12-G-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 16-L, 2-Lu; TTS 6; Punchers 6; Casters 3-M; Feeders 19-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH, 1-Al, 1-ER, 1-Ha, 2-Sd; Casting 2-EK-hbfc, 2-W-hdp#)

CELINA STANDARD; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 250; Widths 33", 49") (Black Ink 6,000; Color 100) (Presses 4½-G-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 12-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-Gr, 1-S-r; Scorch'g 1-StH, 1-WF; Casting 2-G-hbfc, 1-W-sp) (Tyers 1-BST)

CHILLOCOTHE GAZETTE; Type pg. 14.899" × 21¾"; Cols. 8 (Nwsprt. 750; Widths 30½", 15⅝") (Black Ink 22,935) (Presses 6-D-wds; Controls 1-GE-ac) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Gr)

CINCINNATI ENQUIRER; Type pg. 14¾" × 22¾"; Cols. 8 (Nwsprt. 34,847; Widths 59", 44¼", 29½", 14¾") (Black Ink 1,320,750; Color 4,270) (Presses 26-G-wus; Controls 3-CW-ac-dc; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 26-I, 24-L, 3-Lu; TTS 2; Casters 2-El, 2-Mo; Feeders 57-Ma) (Stereo-Mould'g 1-G-r, 1-Mann-r; Scorch'g 2-Ha, 1-HM, 4-Sd, 6-StH; Casting 2-H-hbfc, 4-W-jr, 2-hds) (Tyers 4-SP)

CINCINNATI POST; Type pg. 15 3/16" × 22 13/16"; Cols. 8 (Nwsprt. 14,962; Widths 60", 45", 30", 15") (Black Ink 483,200; Color 37,665) (Presses 22-H-wus, Color 3-H; Controls 5-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 1-I, 29-L, 2-Lu, 1-T; Casters 2-El, 2-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-Sd, 3-StH; Casting 1-W-am-sts-hds, 2-jr)

CINCINNATI TIMES-STAR; Type pg. 15" × 22¾"; Cols. 8 (Nwsprt. 13,647; Widths 59", 44¼", 29½") (Black Ink 543,995; Color 36,057) (Presses 26-W-wus; (Photo-Elec. 9-EE) Controls 9-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 40-L, 2-Lu, 2-Lap, 2-M, 1-T; Casters 3-El; Feeders 48-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 2-No-r; Scorch'g 2-AP, 1-Al, 1-II, 3-StH; Casting 1-G-hbfc, 1-No-hbfc, 3-W-am, 1-W-jr, 1-W-sts, 2-W-hds) (Tyers 2-SP)

CIRCLEVILLE HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 184; Widths 34") (Black Ink 730; Color 40) (Presses 1-D-wut; ROP Colors 1) (Composing 3-L, 2-Lap, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#)

CLEVELAND PLAIN DEALER & NEWS; Type pg. 15" × 21 15/16"; Cols. 8 (Nwsprt. 75,236; Widths 30", 45", 60") (Black Ink 2,936,887; Color 26,932) (Presses 45-H-wus; Controls 3-CH-ac, 4-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 50-I, 17-L, 5-Lu, 2-M; TTS 3; Casters 1-El, 6-M; Feeders 82-Ma) (Engrav. pc) (Stereo-Mould'g 3-G-r; Scorch'g 4-Al, 5-StH; Casting 3-H-hbfc, 1-StH-hbfc#, 1-We-hbfc, 2-W-am, 2-W-jr, 1-W-sts, 2-W-hds#) (Stuffing 2-She-10; Tyers 8-SP)

CLEVELAND PRESS; Type pg. 15⅝" × 23⅛"; Cols. 8 (Nwsprt. 38,767; Widths 60", 45", 30") (Black Ink 1,322,600; Color 77,500) (Presses 36-H-wus; Controls 8-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 39-L, 3-Lu; Casters 2-El; Feeders 40-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 3-ER, 4-StH, 1-HM, 4-Sd; Casting 3-W-am-hds-1-jr, 1-G-hbp, 2-H-hbfc-hbp) (Tyers 5-SP)

COLUMBUS CITIZEN; Type pg. 14 15/16" × 23⅛"; Cols. 8 (Nwsprt. 7,000; Widths 60", 45", 30") (Black Ink 240,000; Color 2,500) (Presses 12-G-wus; Controls 3-CH-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 7-I, 12-Lg, 1-M; Casters 2-El, 1-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-StH, 1-Sd; Casting 2-G-hbfc, 1-W-jr, 2-W-am) (Tyers 1-Cr)

COLUMBUS DISPATCH, STAR & STATE JOURNAL; Type pg. 14 15/16" × 23"; Cols. 8 (Nwsprt. 29,454; Widths 60", 45", 30") (Black Ink 1,148,743; Color 44,326) (Presses 21-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 18-I, 18-L, 2-Lu; Casters 1-El, 4-M; Feeders 36-Ma) (Engrav. pc, 2-CRE) (Stereo-Mould'g 1-LE-dp; Scorch'g 2-ER, 3-StH; Casting 1-StH-hbp-hbfc#, 2-W-jr-hds, 1-W-sp-hdp#) (Stuffing 2-She-8; Tyers 3-SP)

CONNEAUT NEWS-HERALD; Type pg. 15¾" × 21 5/12"; Cols. 8 (Nwsprt. Widths 31½") (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu, 1-Lg, 2-Lap; TTS 3; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Sd; Casting 1-D-t, 1-Ha-hbfc)

COSHOCTON TRIBUNE; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 425; Widths 34", 17¼") (Black Ink 15,000) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-Ha-hbfc)

DAYTON JOURNAL HERALD AND NEWS; Type pg. 16.234" × 22½"; Cols. 8 (Nwsprt. 33,555; Widths 62", 46½", 31¼") (Black Ink 960,000; Color 61,000) (Presses 30-S-wus, Color 8-S; Controls 3-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 24-I, 16-L, 1-M; Casters 1-El, 7-M; Feeders 2-L 39-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r, 1-LE-dp; Scorch'g 2-Al, 1-HM, 5-StH; Casting 3-Ha-hbfc, 3-W-jr-2-hds-lam) (Tyers 4-Wt)

DEFIANCE CRESCENT-NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 312; Widths 67¼", 50¼", 33¾") (Black Ink 6,000) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 21½") (Composing 8-Lap, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbp-hbfc, 1-W-sp) (Tyers 1-Sa)

DELAWARE GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 150; Widths 16½", 33", 49¾") (Presses 4-G-wds; Controls 1-SD-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-hbp)

DELPHOS HERALD; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 44; Widths 52½", 70") (Black Ink 1,000) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-Ha-dr; Casting 1-Ha-hbfc)

DOVER REPORTER; Type pg. 16½" × 21½" (Nwsprt. 530; Widths 33½", 50¼", 67") (Black Ink 18,900; Color 200) (Presses 4-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 6-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 2-AP; Casting 1-H-hbp-sts, 1-EK-hbfc) (Tyers 1-BST, 1-Sa)

EAST LIVERPOOL REVIEW; Type pg. 15.722" × 21"; Cols. 8 (Nwsprt. 960; Widths 31", 15½") (Black Ink 40,000) (Presses 2-G-wut; Controls 2-CH-ac; Cut off 22¾") (Composing 12-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 7-Lw, 9-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Al, 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-G-t#)

EAST PALESTINE LEADER; Type pg. 14¾" × 20½"; Cols. 7 (Nwsprt. 29) (Black Ink 1,200) (Presses 1-Mesf-wus; Controls 1-CH-ac) (Composing 2-L) (Casting 1-Ha-hbfc)

ELYRIA CHRONICLE-TELEGRAM; Type pg. 14 15/16" × 22 9/16"; Cols. 8 (Nwsprt. 1,705; Widths 60", 45", 30") (Black Ink 52,350; Color 1,100) (Presses 5-D-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 4-I, 10-L; TTS 2; Casters 2-El; Feeders 16-Ma, 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-sp#) (Tyers 1-Gr)

FAIRBORN HERALD; Type pg. 16½" × 21"; Cols. 8 (Widths 33") (Presses 1-D-wut; Controls 1-CH; Cut off 22¾") (Composing 2-L, 2-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ke, 2-Ma) (Stereo-Mould'g 1-D-dp; Scorch'g 1-D; Casting 1-D-t) (Tyers 1-Wt)

FINDLAY REPUBLICAN-COURIER; Type pg. 16 17/18" × 21¾"; Cols. 9 (Nwsprt. 1,255; Widths 34") (Black Ink 36,170; Color 850) (Presses 9-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 3-Ma, 9-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-hbp-t#)

FOSTORIA REVIEW-TIMES; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 200; Widths 45", 22½") (Black Ink 8,000; Color 100) (Presses 1-G-wds, Color 1-G; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma, 1-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-WF; Casting 1-EK-hbfc, 1-G-hbp)

MECHANICAL EQUIPMENT —Continued

FREMONT NEWS-MESSENGER; Type pg. 15¼" × 21 9/16"; Cols. 8 (Nwsprt. 671; Widths 33", 16½") (Black Ink 20,200; Color 367) (Presses 1-D-wut; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 1-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 6-Jo, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-t#, 1-EK-hbfc) (Tyers 1-Sa)

GALION INQUIRER; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 136; Widths 34", 17") (Black Ink 5,040) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 4-Lg, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-EK-hbp)

GALLIPOLIS TRIBUNE & GALLIA TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 112¾; Widths 70") (Black Ink 3,644) (Presses 1-D-wf; Controls 1-CH, 1-GE; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

GENEVA FREE PRESS; Type pg. 15½" × 21"; Cols. 8 (Presses 1-G; Controls GE; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-G-r-dp; Casting EK, StH)

GREENFIELD TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black Ink 275) (Presses 1-D-wf; Controls 1-WE-ac; Cut off 22¾") (Composing 2-L, 1-Lu; Casters 1-El) (Casting 1-EK-hbfc)

GREENVILLE ADVOCATE; Type pg. 15 9/16" × 21 3/16"; Cols. 8 (Nwsprt. 300; Widths 16", 32") (Black Ink 10,920) (Presses 1-D-wut; Controls 1-Amer. Ager-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-G-hbfc)

HAMILTON JOURNAL-NEWS; Type pg. 15 9/16" × 22 15/16"; Cols. 8 (Nwsprt. 1,900; Widths 31", 46½", 62") (Black Ink 78,000) (Presses 4-G-wus; Controls 5-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 1-I, 6-L, 2-Lu, 2-Lap; TTS 4; Punchers 4; Casters 2-El; Feeders 9-Ma) (Engrav. 1-FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-Sd, 1-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Wt)

IRONTON TRIBUNE; Type pg. 15¾" × 22¾"; Cols. 8 (Nwsprt. 432; Widths 31", 15½") (Black Ink 17,488; Color 45) (Presses 1-G-wds; Controls 1-CE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Lw, 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH, 1-WF; Casting 1-G-hbfc-sp)

KENTON TIMES; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 175; Widths 32") (Black Ink 7,000) (Presses 4-G-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 4) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-t, 1-Ha-hbp)

LANCASTER EAGLE-GAZETTE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 707; Widths 31") (Black Ink 26,645) (Presses 10-H-wds; Controls 1-GE-ac; Cut off 22 9/16"; ROP Colors 2) (Composing 7-I, 1-Lu; TTS 1; Punchers 1; Casters 1-El, 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-WF; Casting 1-H-hbfc, 1-W-am) (Tyers 1-Gr)

LIMA NEWS; Type pg. 17⅛" × 22¾"; Cols. 9 (Nwsprt. 3,210; Widths 68") (Black Ink 110,000; Color 1,000) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 13-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El, 1-M; Feeders 13-L) (Engrav. 2-FSpe) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-Al, 2-StH; Casting 1-EK-hbdt, 1-StH-hds, 1-W-sp#) (Tyers 1-Gr)

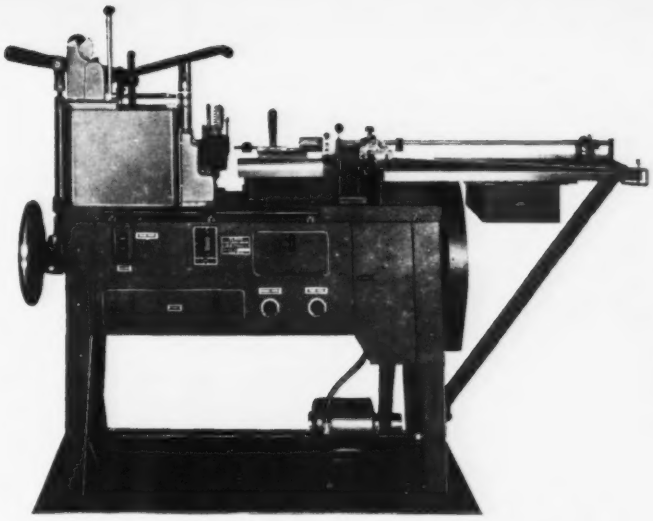
LIMA CITIZEN; Type pg. 16¾" × 21 3/16"; Cols. 8 (Widths 66", 49½", 33") (Black Ink 5,000) (Presses 3-H-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 10-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 13-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-H-hbp-hbdt-hbfc) (Tyers 1-Gr)

LISBON JOURNAL; Type pg. 14½" × 20½"; Cols. 7 (Nwsprt. 40; Widths 33") (Black Ink 1,000) (Presses 2-CP-sc, 1-G-wus, 1-Ky, 1-Me, 1-Da) (Composing 3-L, 1-M) (Stereo-Mould'g 1-D-r; Casting 1-Ha-hbp)

LOGAN NEWS; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 95; Widths 70", 52¾") (Black Ink 3,500) (Presses 1-D-wf) (Composing 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

LORAIN JOURNAL; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 1,729; Widths 62", 46½", 31") (Black Ink 56,486; Color 876) (Presses 8-H-wus; Controls 7-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 9-I, 4-L, 2-Lu; TTS 5; Punchers 6; Casters 1-El, 1-M; Feeders 2-I, 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-FOS, 1-Ha, 2-StH; Casting 1-EK-hbp, 1-Ha-hds, 1-W-jr, 1-W-hdp#) (Tyers 2-Gr)

(Continued on Page 284)



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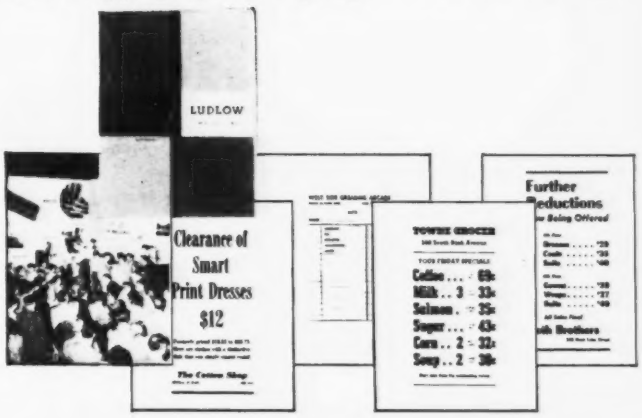

"Ludlow Time Records"

During the last Graphic Arts Exposition, held in Chicago, the Ludlow Company conducted twelve public demonstrations of display and job composition so that any one could see for himself the economies of doing such work the easy Ludlow way.

Spectators at the exposition were invited to estimate the time actually required to set and make up each job from reprint copy, using both single types and the Ludlow. Each job was then set on the Ludlow and made up as a public demonstration. Men well-known and respected in the printing and publishing field served as judges at these public demonstrations.

All of these jobs have been included in the 20-page booklet (illustrated above) entitled "Ludlow Time Records." The actual time required on the Ludlow for setting, casting and make-up is given, and also a detailed description of how each job was produced on the Ludlow. The special advantages of the Ludlow system of display composition on each job are clearly explained.

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 283)

MANSFIELD NEWS-JOURNAL; Type pg. 15.5625" × 22¾"; Cols. 8 (Nwsprt. 2,424; Widths 62") (Black Ink 60,967) (Presses 4-Go; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 8-I, 8-L; TTS 6; Punchers 7; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r, 1-H-r; Scorch'g 1-Al, 2-StH; Casting 1-EK-hbfc, 1-W-sts, 1-W-hdp#) (Tyers 2-Wt)

MARIETTA TIMES; Type pg. 16 9/16" × 21¼"; Cols. 8 (Nwsprt. 483; Widths 34", 17") (Black Ink 16,720; Color 86) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 5; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-HM; Casting 1-D-sts-t, 1-Hm-hbfc)

MARION STAR; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 1,476; Widths 31") (Black Ink 55,500; Color 495) (Presses 9-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 11-L, 2-Lu; TTS 4; Punchers 2; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-FOS, 1-WF, 1-StH; Casting 1-D-t#, 1-EK-hbfc) (Tyers 1-Gr)

MARTINS FERRY-BELLAIRE TIMES-LEADER; Type pg. 14¾" × 22¼"; Cols. 8 (Nwsprt. 1,092; Widths 60", 45", 30") (Black Ink 31,254; Color 166) (Presses 3-G-wus; Controls CW; Cut off 23 9/16") (Composing 6-I, 5-L, 2-Lu; Casters 1-M) (Engrav. pc) (Stereo-Mould'g D; Casting EK, W-hdp) (Tyers 1-Gr)

MARYSVILLE JOURNAL-TRIBUNE; Type pg. 15 3/16" × 21"; Cols. 8 (Nwsprt. 100; Widths 32", 48", 64") (Black Ink 3,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-HM; Casting 1-Ha-hbfc)

MASSILLON INDEPENDENT; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 861; Widths 15¾", 31½") (Presses 6-D-wdt; Cut off 22¾") (Composing 10-L, 1-Lu; Casters 1-El; Feeders 8-Ke, 2-Ma, 1-Sr, 1-Str) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t, 1-G-hbfc)

MOUNT VERNON NEWS; Type pg. 21"; Cols. 8 (Widths 17", 34") (Presses 12-D-wdt; Cut off 21½") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D; Scorch'g 1-Ha) (Casting 1-EK)

NEWARK ADVOCATE & AMERICAN TRIBUNE; Type pg. 16¼" × 22 11/16"; Cols. 8 (Nwsprt. 1,083; Widths 64", 48", 32", 16") (Black Ink 35,100; Color 350) (Presses 5-D-wus; Controls 2-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 11-I, 1-L, 1-Lu; TTS 5; Punchers 3; Casters 1-El, 3-M0; Feeders 8-I, 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-FOS, 3-StH; Casting 1-W-hdp#) (Tyers 2-Gr, 2-Ca)

NEW PHILADELPHIA TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 400; Widths 34") (Black Ink 12,000; Color 100) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-dp; Scorch'g 1-StH, 1 Ha; Casting 1-G-t#, 1-Ha-hbp) (Tyers 1-Gr)

NILES TIMES; Type pg. 15¼" × 20"; Cols. 8 (Nwsprt. 297; Widths 33") (Presses 1-G-wds; Cut off 21½") (Stereo-Mould'g 1-G-r, 1-No-r; Casting 1-G)

NORWALK REFLECTOR-HERALD; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 110; Widths 66", 49½", 33") (Presses 2-CD-wus; Controls 1-GE-ac) (Composing 2-I, 2-L; TTS 2; Punchers 1) (Casting 1-Ha-hbp)

PAINESVILLE TELEGRAPH; Type pg. 15.65" × 21½"; Cols. 8 (Nwsprt. widths 31") (Presses 6-G-wus; Controls 1-CH-ac; ROP Colors 4) (Composing 5-I, 4-L, 1-Lu; TTS 5; Punchers 6; Casters 1-El; Feeders 5-I, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-W-sp)

PIQUA CALL; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 475; Widths 15½", 31", 46½", 62") (Black Ink 9,000) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-H-hbp)

PORT CLINTON-OAK HARBOR NEWS; Type pg. 16½" × 21"; Cols. 8 (Widths 35", 52½", 70") (Presses 3-CP, 1-D-wf, 1-Kl) (Composing 2-I, 2-L; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

PORTSMOUTH TIMES; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 1,750; Widths 62", 46½", 31", 15½") (Black Ink 54,270; Color 950) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 12-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH, 1-WF; Casting 1-EK-hbp, 1-W-hdp#) (Tyers 1-Gr)

RAVENNA-KENT RECORD COURIER TRIBUNE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 700; Widths 32") (Black Ink 36,000; Color 800) (Presses 5-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 8-L, 1-Lu; TTS 6; Punchers 7; Casters 1-El; Feeders 10-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-G-am#)

ST. MARYS LEADER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 110; Widths 35", 50½", 70") (Presses 1-B, 1-G-wf, 1-Kl, 1-Mi; Cut off 21½") (Composing 2-I, 1-L; Casters 4-Ma; Feeders 2-I, 1-L) (Casting 1-Ha)

SALEM NEWS; Type pg. 15 11/16" × 21 2/9"; Cols. 8 (Nwsprt. 404; Widths 31", 15½") (Black Ink 17,000) (Presses D-wdt; Controls CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-D-t#, 1-EK-hbp) (Tyers 1-Auto. Rope)

SANDUSKY REGISTER; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 1,000; Widths 31¾", 48", 63½") (Black Ink 33,000; Color 400) (Presses 3-H-wus, Color 1-H; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 2-Lu; Casters 1-El; TTS 1; Feeders 2-I, 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-EK-hbfc; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-W-sp, 1-EK-hbfc, 1-Mo) (Tyers 1-Gr)

SIDNEY NEWS; Type pg. 17½" × 22"; Cols. 9 (Nwsprt. 598; Widths 17½", 35") (Black Ink 20,506; Color 150) (Presses 5-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-L, 1-Lu; TTS 3; Casters 2-El; Punchers 3; Feeders 6-Lw, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-am#) (Tyers 1-Sa)

SPRINGFIELD NEWS & SUN; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 3,175; Widths 62", 48½", 31") (Black Ink 112,116; Color 1,210) (Presses 6-H-wus, Color H; Controls 2-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 2-Lu, 2-M; Casters 1-El, 1-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-Al, 2-FOS, 3-StH; Casting 2-W-hdp#) (Tyers 4-Gr)

STEUBENVILLE HERALD-STAR; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 2,115; Widths 62", 46½", 31", 15½") (Black Ink 9,500) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 6-L, 8-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El, 1-M; Feeders 17-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-EK-hbfc, 1-W-sp#) (Tyers 1-Gr)

TIFFIN ADVERTISER-TRIBUNE; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 432; Widths 33½", 16¾") (Presses 5-D-wut; Controls 2-CE-ac) (Photo-Elec. EE) (Pre-Reg. HB) (Composing 7-I, 1-Lu; TTS 2; Casters 1-El) (Stereo-Mould'g 1-D-dp; Scorch'g 2-D; Casting 1-D-hbfc-am-sts#) (Tyers 1-Gr)

TOLEDO BLADE & TIMES; Type pg. 15 11/16" × 22 13/16"; Cols. 8 (Nwsprt. 33,248; Widths 32¼", 48½", 64½") (Black Ink 1,028,250; Color 35,252) (Presses 26-G-wus; Controls 1-CW-dc, 2-GE-dc, 3-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 5-I, 32-L, 3-Lu; TTS 2; Casters 3-El, 2-M; Feeders 45-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 3-StH; Casting 2-G-hbfc, 3-W-jr-1-sts-1-hds#) (Tyers 3-SP)

TROY NEWS; Type pg. 15¼" × 21¾"; Cols. 8 (Nwsprt. 290; Widths 31", 15½") (Black Ink 7,980; Color 81) (Presses 4-G-wdt, Color 1-RZ-sf; Controls 5-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El))Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-MTO; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Sa)

UHRICHSVILLE-DENNISON CHRONICLE; Type pg. 16½" × 21"; Cols. 8 (Presses 1-D-wf) (Composing 5-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-EK-hbfc)

URBANA CITIZEN; Type pg. 16" × 20¾"; Cols. 8 (Nwsprt. 155; Widths 16¾", 33½") (Black Ink 5,500) (Presses D-wut; Controls 1-SD-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 2; Punchers 2) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-G-hbp)

VAN WERT TIMES-BULLETIN; Type pg. 16½" × 22¾"; Cols. 8 (Nwsprt. 225; Widths 34", 17") (Black Ink 9,000; Color 50))Presses 4-G-wds; Controls 1-CW-ac; Cut off 23 9/16") (Composing 5-L; TTS 2; Punchers 2; Casters 1; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-W-sp)

WAPAKONETA NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 80; Widths 70", 52¾", 35") (Black Ink 1,000) (Presses 1-A, 2-CP, 1-G-wf, 1-Ky, 1-Kl; Controls 5-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu) (Casting 1-Ha-hbfc)

WARREN TRIBUNE CHRONICLE; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 2,713) (Black Ink 112,109; Color 1,075) (Presses 4-H-wus, 6-S-wus; Controls 2-CE-ac; Cut off 23 9/15"; ROP Colors 1) (Composing 10-I, 5-L, 2-Lu; TTS 7; Punchers 8; Casters 2-El, 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 3-StH; Casting 1-G-am#, 2-W-hds#) (Tyers 3-Gr)

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WASHINGTON COURTHOUSE RECORD-HERALD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 199; Widths 34") (Black Ink 5,500; Color 70) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-Lg, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbp, 1-W-sp#)

WELLSTON SENTINEL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 35; Widths 35", 52½", 70") (Presses 1-CP, 1-D-wf; Controls 1-CW-dc) (Composing 1-I, 3-Lap; Casters 1-BN; Feeders 4-Ma) (Casting 1-No-hbp)

WILLOUGHBY NEWS-HERALD; Type pg. 16 5/16" × 21¼"; Cols. 8 (Nwsprt. 467; Widths 66", 49½", 33") (Black Ink 16,333; Color 200) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-M, 1-El; Feeders 7-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-G-hbfc) (Tyers 2-Gr)

WILMINGTON NEWS-JOURNAL; Type pg. 18¾" × 21"; Cols. 8 (Nwsprt. 225; Widths 34", 17") (Black Ink 12,000; Color 10) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-D, 1-StH; Casting 1-D-hbp-t, 1-Ha, hbp)

XENIA GAZETTE; Type pg. 15⅝" × 22½"; Cols. 8 (Nwsprt. 386; Widths 32", 16") (Black Ink 11,700) (Presses 1-H-wds; Cut off 23 9/16") (Composing 1-I, 5-L, 1-Lu; TTS 1; Casters 1-Un; Feeders 7-Ma) (Engrav. 1-Klg) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-AP, 1-Si; Casting 1-Ha-hbp, 1-G-hbp) (Tyers 2-Gr)

YOUNGSTOWN VINDICATOR; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 12,707; Widths 62", 46½", 30⅝") (Black Ink 523,727; Color 7,207) (Presses 12-G-wus; Controls 3-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 27-L, 2-Lu; Casters 2-El, 2-M) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-HM, 1-Ir, 3-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#) (Tyers 2-SP)

ZANESVILLE TIMES RECORDER & SIGNAL; Type pg. 16⅝" × 21¾"; Cols. 9 (Nwsprt. 208; Widths 16⅝", 33½", 67") (Black Ink 90,000; Color 1,000) (Presses 3-D-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-I, 1-L, 2-Lu; TTS 5; Punchers 6; Casters 2-El; Feeders 9-I, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-ER, 1-Sd, 2-StH; Casting 1-EK-hbp, 1-W-sp)

OKLAHOMA

ADA NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 320; Widths 34") (Black Ink 14,400; Color 100) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-BN; Feeders 7-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-He; Casting 2-BS-hbfc, 1-D-t) (Tyers 1-Gr)

ALTUS TIMES-DEMOCRAT; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 18½; Widths 33") (Black Ink 11; Color 75) (Presses 4-D-wdt, Color D-t; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbp)

ALVA REVIEW-COURIER; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 40; Widths 35", 52½", 70") (Black Ink 1,760) (Presses 1-D-wf; Cut off 21½") (Composing 2-L, 1-Lu; TTS 1; Casters 1-BN) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

ANDARKO NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 104; Widths 35", 52½", 70") (Black Ink 2,970) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Casting 1-Ha-hbp)

BARTLESVILLE EXAMINER-ENTERPRISE; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 3,821; Widths 16", 32") (Black Ink 11,080; Color 250) (Presses 1-H; ROP Colors 1) (Composing 2-I, 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-sts, 1-H-t)

BLACKWELL JOURNAL-TRIBUNE; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 216; Widths 63¾") (Black Ink 4,000; Color 200) (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-KC, 3-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-D-hbfc, 1-H-hbp)

CHICKASHA EXPRESS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 186; Widths 34", 17") (Black Ink 9,150) (Presses D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El, 1-Mo; Feeders 5-Ma, 1-SH) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-He; Casting 1-Ha-hbp-jr-t)

CLAREMORE PROGRESS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 8; Widths 70", 52½", 35") (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Ma) (Casting 1-EK-hbp)

CLINTON NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 110; Widths 35", 52½", 70") (Black Ink 1,200) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Scorch'g 1-WNU; Casting 1-EK-hbp) (Tyers 1-Cr)

CUSHING CITIZEN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 12; Widths 35", 52½", 70") (Presses 1-D) (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-BN; Feeders 1-I, 3-L) (Casting 1-EK)

DUNCAN BANNER; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 360; Widths 32", 16") (Black Ink 13,000; Color 200) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L; TTS 1; Casters 1-BN, 1-El; Feeders 6-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-G-t#, 1-Ha-hbfc)

DURANT DEMOCRAT; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 150; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

ELK CITY NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black Ink 6,000) (Presses 1-CP, 1-D; Controls 1-GE-ac) (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-BN; Feeders 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha; Casting Ha-hbfc) (Tyers 1-Cr)

EL RENO TRIBUNE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 90; Widths 70", 52½", 35") (Black Ink 2,500) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-HM; Casting 1-EK-hbfc)

ENID NEWS & EAGLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 34") (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 1-Lu; Casters 2-El; Feeders 10-L) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbfc, 1-G-t#)

FREDERICK LEADER; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 65; Widths 17½", 35", 52½", 70") (Black Ink 3,200) (Presses 1-D) (Composing 3-L) (Scorch'g 1-No; Casting 1-No-hbp-2-hbfc)

GUTHRIE LEADER; Type pg. 15¾" × 20½"; Cols. 8 (Nwsprt. 180; Widths 66") (Black Ink 3,500) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Feeders 3-Ma) (Casting 1-Ha-hbfc)

GUYMON HERALD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 45; Widths 35", 52½", 70") (Black Ink 4 bbls.) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 2-Lap; TTS 1; Punchers 1) (Casting 1-EK-hbfc)

HENRYETTA FREE LANCE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Black Ink 200) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2: Punchers 1; Casters 1-El) (Casting 1-EK)

HOLDENVILLE NEWS; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 75; Widths 17", 35", 52", 70") (Black Ink 1,800) (Presses 1-D-wf; Controls 1-CH-ac, 1-GE-ac; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-No-r; Scorch'g 1-HM; Casting 1-EK-am)

LAWTON CONSTITUTION & PRESS; Type pg. 15.853" × 21 13/16"; Cols. 8 (Nwsprt. 900; Widths 32") (Black Ink 28,000; Color 1,200) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (TTS 4; Punchers 3; Casters 1-El; Feeders 2-I, 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Wt)

McALESTER NEWS-CAPITAL; Type pg. 16 7/12" × 20 5/7"; Cols. 8 (Nwsprt. 243; Widths 34") (Black Ink 5,880) (Presses 1-D-wdt; Controls 1-CH-ac) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Ma, 4-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-D-t#)

MUSKOGEE TIMES-DEMOCRAT; Type pg. 15½" × 21½"; Cols. 7 (Nwsprt. 726; Widths 32", 48", 64") (Black Ink 18,635; Color 1,505) (Presses 3½-G-wds, Color-G-wds; Controls 8-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-EK-hbfc, 1-W-sp#) (Tyers 1-Wt)

(Continued on Page 286)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 285)

NORMAN TRANSCRIPT; Type pg. 15 15/16" × 21½"; Cols. 8 (Nwsprt. 330; Widths 32") (Black Ink 20,000; Color 1,250) (Presses 4-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-Ha-hbp-hbp-t#)

OKEMAH LEADER; Type pg. 16½" × 19¾"; Cols. 8 (Presses 1-G-wf) (Composing 2-L; TTS 1; Punchers 1; Casters 1-BN) (Casting 1-EK-jr)

OKLAHOMA CITY OKLAHOMAN & TIMES; Type pg. 15 3/16" × 21 13/16"; Cols. 8 (Nwsprt. 24,638; Widths 60", 56", 45", 43½", 30") (Black Ink 826,029; Color 96,085) (Presses 12-G-wus, Color 8-G-wus; Controls 8-CE-ac, 12-GE-dc; Cut off 22¾", 21½"; ROP Colors 3) (Composing 27-L, 2-Lu; TTS 9; Punchers 12; Casters 1-El, 4-M; Feeders 34-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-Si, 3-StH, 1-AP; Casting 2-G-hbfc, 3-W-jr#, 2-W-hds) (Tyers 2-SP, 2-Gr)

OKMULGEE TIMES; Type pg. 15 11/12" × 21¾"; Cols. 8 (Nwsprt. 191; Widths 32") (Black Ink 3,400; Color 130) (Presses 1-H-wds-sc, Color H; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 3-Ke, 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-G-hbfc)

PAULS VALLEY DEMOCRAT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black Ink 700) (Presses 1-D-wf) (Composing 4-Lap; TTS 2; Punchers 1; Casters 1-Un) (Casting 1-Ha-hbp) (Address Mail)

PERRY JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 70; Widths 70", 52½", 35") (Black Ink 2,400) (Presses 1-G-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 1-Ke, 2-Sr) (Casting 1-Ha-hbp)

PONCA CITY NEWS; Type pg. 16 7/12" × 21¼"; Cols. 8 (Nwsprt. 461; Widths 34", 17") (Black Ink 11,400; Color 40) (Presses D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 7-Ma, 2-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-D-hbp-t#)

PRYOR TIMES; Type pg. 17" × 21"; Cols. 9 (Nwsprt. Widths 35", 52½", 70") (Presses 1-D) (Composing 1-I, 2-L)

SAPULPA HERALD; Type pg. 16¾" × 20¾"; Cols. 8 (Nwsprt. 78; Widths 35", 54", 70") (Presses 1-D-wf, Color 1-B) (Composing 3-L, 1-Lu, 1-M; TTS 1; Casters 1-M) (Engrav. FSpe) (Casting 1-EK-hbp)

SAYRE HEADLIGHT-JOURNAL; (Nwsprt. 75)

SEMINOLE PRODUCER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 130; Widths 35", 54", 70") (Black Ink 12 bbls) (Presses 1-D-wus) (Composing 2-I, 3-L, 1-Lu; TTS 3; Casters 1-El) (Engrav. FSpe) (Casting EK-am) (Tyers 1-Wt)

SHAWNEE NEWS-STAR; Type pg. 16⅜" × 21¾"; Cols. 8 (Nwsprt. 470; Widths 33") (Black Ink 13,860; Color 400) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-Sm; Casting 1-G-hbp-t#)

STILLWATER NEWS-PRESS; Type pg. 16¾" × 21¼"; Cols. 8 (Nwsprt. Widths 22½") (Presses 1-G-wds; Controls 1-WE-ac; Cut off 22½"; ROP Colors 1) (Composing 3-I, 2-Lg, 1-Lu; TTS 3; Punchers 2; Casters 1-BN; Feeders 1-BN, 1-I, 4-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-Sh; Casting 1-G-hbp, 1-Ha-hbfc)

TULSA TRIBUNE & WORLD; Type pg. 15 13/16" × 22"; Cols. 8 (Nwsprt. 20,500; Widths 62") (Black Ink 663,000; Color 28,000) (Presses 8-H-wus, 4-H-wds; Controls 3-CE-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 10-I, 24-L, 3-Lu; TTS 4; Composing 5-M; Feeders 42-Ma) (Engrav. FS-scan-a-sizer) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-AP, 1-FOS, 1-AP, 1-Si, 4-StH; Casting 2-G-hbfc, 2-W-am, 1-W-sts, 1-w-hds) (Tyers 2-SP)

VINITA JOURNAL; Type pg. 16¼" × 20"; Cols. 8 (Nwsprt. 75; Widths 70", 52½") (Black Ink 2,500) (Presses 1-CD-wf) (Composing 2-I, 1-L; Casters 1-El) (Casting Ha-am)

WEWOKA TIMES; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 67; Widths 35", 52½", 72") (Presses 1-D-wus; Controls 1-GE-ac; Cut off 22¾") (TTS 2; Punchers 1; Casters 1-UN) (Casting 1-Ha-hbfc)

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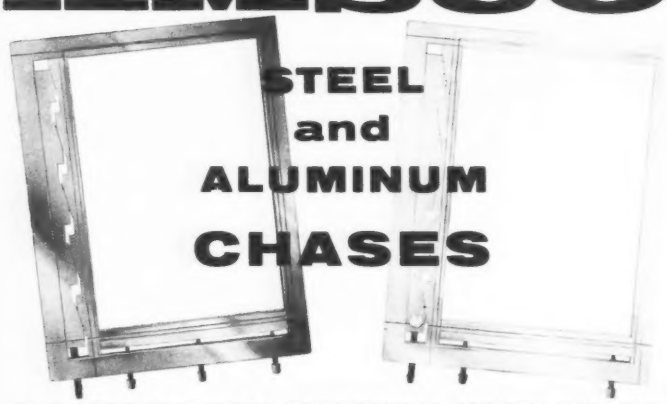

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AMERICAN STEEL CHASE COMPANY

4312 31-31 FORTY-EIGHTH AVENUE LONG ISLAND CITY 1, N. Y.

OREGON

ALBANY DEMOCRAT-HERALD; Type pg. 15¾" × 21 7/16"; Cols. 8 (Nwsprt. 360; Widths 32½") (Black Ink 10,800; Color 300) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 4-Lw, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp-hbfc-t#) (Tyers 1-Gr)

ASHLAND TIDINGS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 65; Widths 35", 52½", 70") (Black Ink 2,200) (Presses 1-CD-wf; Cut off 21½") (Composing 3-L; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ma) (Casting 1-G-hbp)

BAKER DEMOCRAT-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 55; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-L; TTS 1) (Engrav. FSpe) (Casting 1-Sw-hbfc)

BEND BULLETIN; Type pg. 15" × 22¾"; Cols. 8 (Nwsprt. 160; Widths 32½", 16¼") (Black Ink 4,610; Color 150) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, TTS 3; Punchers 2; Casters 1-El) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha) (Casting 1-EK-am, 1-G-hbp)

COOS BAY-NORTH BEND WORLD; Type pg. 16"; Cols. 8 (Nwsprt. 414.25; Widths 31") (Black Ink 14,350; Color 278) (Presses 4-G-wdt; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-L; TTS 2; Casters 1-El; Feeders 7-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbp)

CORVALLIS GAZETTE-TIMES; Type pg. 16.88" × 21½"; Cols. 9 (Nwsprt. 275; Widths 33½", 16¾") (Black Ink 7,380) (Presses 6-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3 & Black) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-hbp-t#, 1-Ha-hbfc) (Tyers 1-Gr)

EUGENE REGISTER-GUARD; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 2,618; Widths 30", 31¼", 46¾", 62½") (Black Ink 73,859; Color 10,181) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-L, 2-Lu; Casters 1-El; Feeders 12-Ke, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si, 1-Al, 1-StH; Casting 1-H-hbp#, 1-W-sp)

GRANTS PASS COURIER; Type pg. 14.96" × 21½"; Cols. 8 (Nwsprt. 210; Widths 32", 16") (Presses 1-G-wut; Cut off 22¾"; ROP Colors 3) (Composing 5-L; TTS 1; Casters 1-M) (Stereo-Mould'g 1-G-r; Casting 1-G-t#, 1-Ha-hbfc)

KLAMATH FALLS HERALD & NEWS; Type pg. 15⅝"; cols. 8 (Nwsprt. 653; Widths 32") (Black Ink 26,000; Color 500) (Presses 4-H-wus-sc; Controls 1-CH-ac; ROP Colors 8) (Composing 5-I, 4-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-Man-dp; Scorch'g 1-StH; Casting 1-W-sp) (Tyers 2-Gr)

LA GRANDE OBSERVER; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 85; Widths 66", 49½", 33") (Black Ink 2,870) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-G-hbp) (Tyers 1-Gr)

MEDFORD MAIL TRIBUNE; Type pg. 17⅛" × 21"; Cols. 9 (Nwsprt. 862; Widths 17", 34") (Black Ink 35,605; Color 347) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-D-t) (Tyers 1-Wt)

OREGON CITY ENTERPRISE; Type pg. 16¼" × 21"; Cols. 9 (Nwsprt. 390; Widths 35", 52½", 70") (Black Ink 11,000) (Presses 1-D-wf; Cut off 22¾") (Composing 7-I; Casters 1-El; Feeders 7-Jo) (Engrav. pc) (Scorch'g 1-AP; Casting 2-Ha-hbfc)

PENDLETON EAST OREGONIAN; Type pg. 15 11/16" × 21"; Cols. 8 (Nwsprt. 250; Widths 33", 49½", 66") (Black Ink 12,710) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 5-I, 1-L, 1-Lu; Casters 1-El; Feeders 6-I) (Engrav. FSpe) (Scorch'g 1-Sm; Casting 1-Ha-hbfc, 1-Ha-hds)

PORTLAND JOURNAL OF COMMERCE; Type pg. 15¼" × 20"; Cols. 8 (Nwsprt. 56) (Black Ink 1,640) (Presses 1-D) (Composing 3-L)

PORTLAND OREGONIAN; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 31,000; Widths 60") (Black Ink 1,045,000; Color 145,000) (Presses 15-H-wus; Color 8-H-wds; Controls 1-CH-ac, 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 17-I, 22-L, 3-Lu; TTS 7; Punchers 7; Casters 4-El, 1-M; Feeders 40-Ma, 6-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 1-Al, 1-HM, 5-StH; Casting 1-H-hbfc#, 1-StH-hbp#, 1-StH-hbfc#, 1-W-am, 1-W-jr, 1-W-sts, 1-W-hds) (Stuffing 3-She-5-8; Tyers 3-SP, 4-Gr)

PORTLAND OREGON JOURNAL; Type pg. 15¼" × 22¾"; Cols. 8 (Widths 59") (Presses 16-H-wus, Color 8-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 19-I, 14-L, 1-Lu; Casters 3-El, 2-M; Feeders 1-I, 35-Lw, 2-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp, 2-No, 1-W; Scorch'g 2-Al, 4-StH; Casting 1-W-am-jr-2-hds#, 2-H-hbp) (Stuffing 2-She-13; Tyers 2-SP)

ROSEBURG NEWS-REVIEW; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 462.5; Widths 33") (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc) (Tyers 1-Wt)

SALEM OREGON STATESMAN & CAPITAL JOURNAL; Type pg. 17⅞" × 22¼"; Cols. 9 (Nwsprt. 2,331.9; Widths 69½") (Black Ink 98,974; Color 1,713) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-Lu; TTS 4; Punchers 2; Casters 1-El, 1-M; Feeders 1-Jo, 5-Lw, 9-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM; Casting 1-W-sp#) (Tyers 2-Gr, 2-Wt)

THE DALLES CHRONICLE; Type pg. 15⅝" × 20¾"; Cols. 8 (Nwsprt. 166; Widths 66") (Black Ink 5,280) (Presses 1-D-wus, Controls 1-GE-ac) (Composing 5-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Casting 1-EK-hbfc)

PENNSYLVANIA

ALLENTOWN CALL & CHRONICLE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 8,930; Widths 60", 45", 29¾") (Black Ink 310,000; Color 10,000) (Presses 11-H-wus; Controls 1-GE-ac, 1-CH-dc; Cut off 22¾", 21½"; ROP Colors 3) (Composing 22-L, 3-Lu; TTS 10; Punchers 11; Photo-composers 1-Ph; Casters 2-El, 2-M; Feeders 29-Ma) (Engrav. pc, En) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Ha, 3-StH; Casting 3-W-sp, 2-W-hbfc#) (Tyers 4-Gr)

ALTOONA MIRROR; Type pg. 14 15/16" × 21½"; Cols. 8 (Nwsprt. 2,221; Widths 60", 45½", 29¾") (Black Ink 87,200; Color 4,800) (Presses 1-CP-sf, 5-G-wus, 1-Ky-sf, 1-Kl, 2-Me-sf, 1-P-sf, 1-Hi; Controls 1-CE-ac, 1-CW-ac, 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 5-L, 2-Lu, 1-M; Casters 2-El, 1-M; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 2-EK-sp, 2-G-hbp) (Tyers 1-Gr)

ALTOONA TRIBUNE; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 320; Widths 34", 17") (Black Ink 12,550) (Presses 4-G-wds; Controls 1-Sp-dc; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbfc, 1-W-sp) (Tyers 2-Wt)

AMBRIDGE CITIZEN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 224; Widths 34", 51", 68") (Black Ink 8,700; Color 150) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu, 1-M; Casters 1-M; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-EK-hbp)

BEAVER VALLEY TIMES; Type pg. 15¼" × 21¾"; Cols. 8 (Nwsprt. 1,400; Widths 61", 45½", 30½") (Black Ink 9,500; Color 500) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El, 1-M; Feeders 13-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 2-EK-hbfc, 1-w-hdp#) (Tyers 1-Gr)

BEDFORD GAZETTE; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 104; Widths 22") (Black Ink 3,360) (Presses 1-G) (Composing 3-L, 1-I, 1-Lu; TTS 1; Punchers 1; Casters 1-BN; Feeders 3-Ma, 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Si; Casting 1-EK-hbp, 1-EK-jr)

BERWICK ENTERPRISE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 227.69; Widths 17", 34") (Black Ink 7,284) (Presses 4-D-wut; Controls 1-Wg-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-W-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t, 1-G-hbfc)

BETHLEHEM GLOBE-TIMES; Type pg. 15.562" × 21 15/16"; Cols. 8 (Nwsprt. 1,679; Widths 62", 46½", 31") (Black Ink 58,000) (Presses 5-D-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 12-L; TTS 4; Punchers 5; Casters 1-El, 1-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-Ha, 1-StH; Casting 1-W-hdp#) (Tyers 1-Gr)

BLOOMSBURG PRESS; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. widths 17", 34") (Presses 4-D-wut; Controls 1-Sp-ac; ROP Colors 1) (Composing 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting D-t#, 1-Ha-hbp)

BRADFORD ERA; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 550) (Black Ink 14,500) (Presses 1-D; Controls 1-Sp-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc)

BRISTOL COURIER & LEVITTOWN TIMES; Type pg. 14½" × 21½"; Cols. 8 (Nwsprt. 1,826; Widths 30½", 45¾", 61") (Black Ink 65,825; Color 500) (Presses 4-G-wut, Color 4-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 7-L, 2-Lu; TTS 5; Punchers 4; Casters 2-El; 1-UP perf.) (Stereo-Mould'g 1-H-r, 1-M-r; Scorch'g 1-StH; Casting 1-W-hbp, 1-G-sts-t, 1-PAP-N-hbfc) (Tyers 1-BST)

BROWNSVILLE TELEGRAPH; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. 373; Widths 32", 16") (Black Ink 15,300; Color 150) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22"; ROP Colors 1) (Composing 3-I, 3-L,

MECHANICAL EQUIPMENT—Continued

1-Lu; TTS 3; Punchers 2; Casters 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Gr)

BUTLER EAGLE; Type pg. 15 13/16" × 22"; Cols. 8 (Nwsprt. 1,250; Widths 61", 45¾", 30½") (Black Ink 40,590) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-FOS; Casting 1-W-hdp) (Tyers 1-Wt)

CANONSBURG NOTES; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. widths 64", 48", 32") (Presses 2-CP, 2-G-wf, 1-Ky; Controls 1-CH-ac) (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Feeders 3-Jo, 2-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-Ha-sta)

CARBONDALE NEWS; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 80; Widths 17", 34") (Black Ink 5 drums) (Presses 2-H-wus; Controls 1-CH; Cut off 22 9/16") (Composing 4-L) (Engrav. FSpe) (Stereo-Mould'g 1-B-r; Casting 1-Ha-hbp-hbfc, 1-H-hbp)

CARLISLE SENTINEL; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 360; Widths 17", 34") (Black Ink 800) (Presses 1-CP-sf, 4-D-wdt, 1-Ky-sf, 1-Kl-sf, 1-Hi-sf; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-I) (G), 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-I, 1-Jo, 4-Ke) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-G-t#, 1-Ha-hbp) (Tyers 1-BST)

CHAMBERSBURG PUBLIC OPINION; Type pg. 15 11/16" × 21"; Cols. 8 (Nwsprt. 420; Widths 16¼", 32") (Black Ink 10,000) (Presses 1-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 3; Punchers 2; Casters 1-M; Feeders 11-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-plate perf. #)

CHESTER TIMES; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 2,292; Widths 60") (Black Ink 75,000) (Presses 5-D-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 12-L; TTS 6; Punchers 4; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-Ha-hbfc, 2-W-sp#) (Tyers 2-Wt)

CLEARFIELD PROGRESS; Type pg. 15.65" × 22 1/3"; Cols. 8 (Nwsprt. 498; Widths 32") (Black Ink 12,780) (Presses 3-G-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 3-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 1-Gr)

COATESVILLE RECORD; Col. width, 11 picas with 3 pt. rule; Widths 15¼", 30½", 46".

COLUMBIA NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black Ink 4,800) (Presses 1-CD-wus-wf; Controls 1-CW-ac, Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Punchers 1) (Engrav. En) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-No; Casting 1-EK)

CONNELLSVILLE COURIER; Type pg. 15.563" × 21.875"; Cols. 8 (Nwsprt. 440; Widths 31", 15½") (Black Ink 5,000) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe))Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-sp#)

CORRY JOURNAL; Type pg. 12" × 21"; Cols. 8 (Nwsprt. 98; Widths 35", 52½", 70") (Black Ink 250) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L; Casters 1-El) (Casting 1-Ha-hbfc)

DANVILLE NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 76; Widths 70", 52½", 35") (Presses 1-G-wf; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma, 3-Sr) (Engrav. FSPE) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-FOS; Casting 1-Ha-hbfc)

DU BOIS COURIER-EXPRESS; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 252; Widths 32", 16") (Black Ink 7,275) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-No-hbfc, 1-Ha-hbfc, 1-H-sp) (Tyers 1-Wt)

EASTON EXPRESS; Type pg. 15 9/16" × 21 23/32". Cols. 8 (Widths 31", 46½", 62") (Presses 4-G-wds, 4-S-wus; Controls 2-CH-dc; Cut off 22¾") (Composing 20-L, 2-Lu; TTS 5; Punchers 6; Casters 2-El, 1-M; Feeders 26-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 2-W-hdp-1#) (Tyers 2-Wt)

ELLWOOD CITY LEDGER; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 178; Widths 31", 15") (Black Ink 6,187; Color 32) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-G-hbfc, 1-W-sp)

ERIE NEWS & TIMES; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. widths 30½", 45¾", 61") (Presses 5-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 11-L, 1-Lu; TTS 3; Punchers 3; Casters 3-M; Feeders 15-Ma) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 2-StH; Casting 1-EK-hbp, 1-W-hdp) (Tyers 5-Gr)

FRANKLIN (See Oil City Derrick & Franklin News Herald)

GETTYSBURG TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 260; Widths 17", 34") (Black Ink 7,200) (Presses 1-D-wdt; Controls 1-GE-ac) (Composing 10-Lg; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No; Casting 1-Ha-hbp)

GREENSBURG REVIEW-TRIBUNE; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 885; Widths 31", 46½", 62") (Black Ink 28,000) (Presses 3-H-wus; Controls 10-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 2-Lu; TTS 2; Casters 2-El; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 2-Gr)

GREENVILLE RECORD-ARGUS; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 240; Widths 34¾", 51¾") (Black Ink 6,000) (Presses 2[illegible]-G-wus; Cut off 22¾") (Composing 5-I, 1-L, 1-Lu; TTS 1; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Sd; Casting 1-G-hbp, 1-G-hbfc)

HARRISBURG PATRIOT & NEWS; Type pg. 14 15/16" × 22¾"; Cols. 8 (Nwsprt. 11,320,728; Widths 60") (Black Ink 362,000; Color 7,700) (Presses 8-H-wus, Color 2-H; Controls 1-GE-ac; Cut off 22 "; ROP Colors 3) (Composing 5-I, 13-L, 2-Lu; TTS 7; Punchers 6; Casters 4-M; Feeders 5-I, 19-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 1-FOS, 1-MTO, 2-StH; Casting 1-EK-hbfc, 2-W-sp#) (Tyers 1-SP)

HOMESTEAD MESSENGER; Type pg. 15" × 22"; Cols. 8 (Nwsprt. 210; Widths 15", 30", 45½") (Black Ink 8,500) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16") (Composing 2-I, 3-Lap, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe))Stereo-Mould'g 1-W; Scorch'g 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

HUNTINGDON NEWS; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 354½", Widths 32") (Black Ink 10,671) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 7-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-Ma, 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r) (Casting 1-D-t, 1-Ha-hbp) (Tyers 1-BTS)

INDIANA GAZETTE; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 565; Widths 31½", 15¾") (Black Ink 23,077) (Presses 1-H-wds; Cut off 22¾") (Composing 2-I, 3-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 11-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-dp; Scorch'g 2-FOS, 1-StH; Casting 1-H-hbp-hbfc-sta)

JEANNETTE NEWS-DISPATCH; Type pg. 17 1/6" × 21 1/3"; Cols. 9 (Nwsprt. 245.8; Widths 34¾", 17¼") (Black Ink 10,266) (Presses 1-D-wdt; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-am, 1-G-t#) (Tyers 1-Gr)

JERSEY SHORE HERALD; Type pg. 10¼" × 16½"; Cols. 5 (Nwsprt. 40) (Black Ink 100))Presses D-wf; Controls WE-ac) (Composing 3-L, 1-Lu; Casters 1-M) (Scorch'g 1-Ha; Casting Ha-hbfc)

JIM THORPE TIMES-NEWS; Type pg. 16½" × 21" (Presses 1-CP, 1-D; Controls GE) (Composing 2-L, 1-Lu; TTS 1; Punchers 1) (Scorch'g 1-FOS; Casting 1-EK-hbfc)

JOHNSTOWN TRIBUNE-DEMOCRAT; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 4,000; Widths 60", 44¾", 29¾") (Black Ink 125,000; Color 2,500) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 12-L, 3-Lu; TTS 3; Casters 2-El, 2-M; Feeders 24-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-FOS, 2-StH; Casting 1-G-hbfc, 2-W-hdp#)

KITTANNING SIMPSONS' LEADER-TIMES; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 375; Widths 32", 16") (Black Ink 13,600))Presses 1-G-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 6-Lap, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbfc, 1-G-t#, 1-No (remelt furnace) (Tyers 1-Gr)

LANCASTER INTELLIGENCER JOURNAL & NEW ERA; Type pg. 14¾" × 22¼"; Cols. 8 (Nwsprt. 6,222; Widths 59", 44¾", 29½", 14¾") (Black Ink 203,500; Color 5,300) (Presses 8-H-wus; Controls 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 15-L, 1-Lu; TTS 6; Punchers 5; Casters 2-M) (Engrav. pc, 2-FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 3-StH; Casting 1-Ha-hbfc, 2-W-hdp) (Tyers 2-Gr)

LANSDALE NORTH PENN REPORTER; Type pg. 16½" × 22¼"; Cols. 8 (Nwsprt. 246; Widths 34", 17") (Black Ink 8,088) (Presses 1-G-wds; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 1))Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp)

(Continued on Page 288)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 287)

LATROBE BULLETIN; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. widths 61½", 48½", 30¾") (Black Ink 14,686) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-Ha, 1-StH, 1-AP; Casting 1-W-sp#)

LEBANON NEWS; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 1,338; Widths 60", 45", 30") (Black Ink 48,240, Color 500) (Presses 3-H-wus; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 8-Ma, 8-Str) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbp, 1-W-hdp#) (Tyers 1-Wt)

LEWISTOWN SENTINEL; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 615; Widths 31", 15½") (Black Ink 14,000) (Presses 1-D-wdt, 1-G-wdt; Controls 2-CE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 2; Punchers 1; Casters 2-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd; Casting 1-D-hbp-t#, 1-G-hbfc)

LOCK HAVEN EXPRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 261; Widths 33", 16½") (Black Ink 7,796) (Presses 5-G-wdt; Controls 1-GE-ac) (Composing 8-L, 2-Lu; TTS 1; Casters 1-El; Feeders 1-Jo, 6-Ke, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

MAHANOY RECORD-AMERICAN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 110; Black Ink 2,600) (Presses 4-D-wut; Controls GE-ac) (Composing 4-L, 1-Lu; Casters 1-M; Feeders 3-Lw, 4-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp-hbfc)

MCKEESPORT NEWS; Type pg. 14⅞" × 21 9/16"; Cols. 8 (Nwsprt. 2,863; Widths 60", 45", 30") (Black Ink 13,700 Gal.; Color 1,450 Gal.) (Presses 7-S-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 8-L, 2-Lu; TTS 4; Casters 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-Sx-dp; Scorch'g 1-If, 2-StH, 1-Ha; Casting 2-W-hdp#, 1-EK-hbfc, 1-H-hbfc) (Tyers 4-Gr)

MEADVILLE TRIBUNE; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 675; Widths 16", 32") (Black Ink 25,000) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 10L, 2-Lu; TTS 2; Casters 2-El; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t, 2-Ha-hbfc)

MILTON STANDARD; Type pg. 16½" × 21"; Cols. 9 (Nwsprt. 150; Widths 70", 52½", 35") (Black Ink 400) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Scorch'g 1-AP; Casting 1-Ha-hbfc)

MONESSEN INDEPENDENT; Type pg. 16½" × 21 1/6"; Cols. 8 (Nwsprt. 225; Widths 16½", 33") (Black Ink 9,000; Color 50) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Jo, 4-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-t#, 1-EK-hbfc)

MONONGAHELA REPUBLICAN; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 66; Widths 64", 48", 32") (Black Ink 1,672) (Presses 1-D-wus, 1-D-wf; Cut off 22¾") (TTS 3; Casters 1-El) (Casting 1-Ha-hbfc)

MOUNT CARMEL ITEM; Type pg. 15⅞" × 21"; Cols. 8 (Nwsprt. 153; Widths 16½", 33") (Black Ink 6,800) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-M; Feeders 6-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp-sts, 1-G-t#)

NEW KENSINGTON DISPATCH; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 561; Widths 32", 16") (Black Ink 195,500; Color 1,167) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 9-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 2-Ke, 2-Ma, 2-Sr, 5-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Gr)

NORRISTOWN TIMES-HERALD; Type pg. 16¼" × 22⅝"; Cols. 8 (Nwsprt. 1,530; Widths 66½", 33¾", 49¾") (Black Ink 50,523) (Presses 4½-G-wus; Controls 5-CH-ac; Cut off 23 9/16") (Composing 15-L, 2-Lu; Casters 1-El, 2-Ma; Feeders 20-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 2-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Wt)

OIL CITY DERRICK & FRANKLIN NEWS HERALD; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 850; Widths 31½", 15¾") (Black Ink 32,570; Color 700) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 4-Ma, 8-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ek-hbfc, 1-G-hbp-hdp#) (Tyers 1-Gr)

PHILADELPHIA BULLETIN; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. widths 60", 44⅞", 29¾") (Presses 72-H-wus; Controls 14-GE-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 38-I, 10-L, 4-Lu; Casters 4-El, 4-M; Feeders 52-Ma) (Stereo-Mould'g 3-H-r, 1-LE-dp; Scorch'g 3-If, 5-StH; Casting 8-W-am-hds#, 3-H-hbfc) (Stuffing 4-She-7; Tyers 8-SP)

PHILADELPHIA INQUIRER; Type pg. 15 3/16" × 22½"; Cols. 8 (Nwsprt. widths 60", 45", 30") Presses 72-H, 12-W; Controls 10-GE-ac, 12-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 85-L, 3-Lu, 4-M; TTS 8; Casters 6-M; Feeders 1-Jo, 1-L, 6-Lw, 27-Ma, 63-Str) (Engrav. pc) (Stereo-Mould'g 2-H-r, 1-H-dp; Scorch'g 3-If, 2-Sd, 4-StH; Casting 3-H-hbfc#, 6-W-am-hds, 2-jr, 1-sts#) (Stuffing 7-She-8; Tyers 13-SP, 5-Gr)

PHILADELPHIA NEWS; Type pg. 9¾" × 14¾"; Cols. 5 (Widths 60") (Black Ink 435,433; Color 4,028) (Presses 10-G-wus; Controls 2-CrW-ac, 2-CH-ac; Cut off 21½"; ROP Colors 3) (Pre. Reg. 1-W) (Composing 1-I, 21-L, 2-Lu; Casters 2-El, 2-M) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-Sd, 2-StH; Casting 2-W-jr, 1-W-sts, 1-W-hds) (Tyers 1-SP)

PHOENIXVILLE REPUBLICAN; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 175; Widths 33½", 16½") (Black Ink 6,000; Color 200) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 21½"; ROP Color 1) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-AP; Casting 1-G-hbp-sts#)

PITTSBURGH POST-GAZETTE; Type pg. 15¼" × 22 1/16"; Cols. 8 (Nwsprt. 20,200; Widths 15¼", 30½", 45⅝", 61") (Black Ink 666,000; Color 31,000) (Presses 12-H-wus; Controls 4-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 32-I, 1-M; Casters 1-El, 2-M; Feeders 32-I, 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-Al, 1-FOS, 2-StH; Casting 2-W-sts, 2-W-hds#, 2-W-jr) (Tyers 9-Gr)

PITTSBURGH PRESS; Type pg. 15" × 22 13/16"; Cols. 8 (Nwsprt. 53,000; Widths 60", 45", 30") (Black Ink 20,000; Color 10,000) (Presses 42-H-wus, Color 2-G; Controls 2-CE-ac, 6-GE-ac, 4-GE-dc; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Pre-Reg. HM-B) (Composing 27-I, 21-L; Casters 2-El, 3-M; Feeders 55-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-H-dp; Scorch'g 2-Al, 2-HM, 3-St; Casting 1-G-hbp, 3-G-hbfc#, 3-W-am, 3-W-hds#) (Tyers 6-SP)

PITTSBURGH SUN-TELEGRAPH; Type pg. 15" × 22½"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 17-G-wus; Controls 3-CW-ac, 1-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 34-I, 3-L, 2-Lu, 2-M; Casters 1-El, 2-M; Feeders 44-Ma) (Stereo-Mould'g 1-G-r, 1-LE-dr; Scorch'g 2-Al, 4-StH; Casting 4-W-am-jr-sts-hds) (Tyers 4-SP)

PITTSTON GAZETTE; Type pg. 15" × 21"; Cols. 8 (Nwsprt. widths 31½") (Presses 1-B-wf, 1-CP-wf, 1-D-wus, 1-Me-wf, 1-Gol-wf, 1-Th-wf; Controls 1-GE-ac) (Composing 4-L, 1-Lu, 1-M) (Stereo-Mould'g 1-D; Scorch'g 1-D; Casting 1-Dhbp)

POTTSTOWN MERCURY; Type pg. 14⅝" × 21"; Cols. 8 (Nwsprt. 1,180; Widths 15", 30") (Black Ink 47,000) (Presses 12-G-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-L, 2-Lu; TTS 1; Casters 2-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-D-t#, 1-No-hbfc)

POTTSVILLE REPUBLICAN; Type pg. 17⅛" × 21¾"; Cols. 9 (Nwsprt. 1,364; Widths 34") (Black Ink 60,000; Color 500) (Presses 8-D-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 4; Casters 2-M; Feeders 1-I, 1-L, 1-Lw, 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbp, 1-StH-hbp#)

PUNXSUTAWNEY SPIRIT; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 186½"; Widths 32", 48", 64") (Black Ink 8,500) (Presses 1-G-wus, 1-D-wus; Controls 1-GE-ac, 2-Mr-ac; Cut off 22¾") (Composing 3-I, 1-L, 1-Lu, Casters 1-M; Feeders 2-Le, 3-Ma, 1-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sd; Casting 1-D-hbp-sts, 1-G-hbfc)

READING EAGLE-TIMES; Type pg. 14⅞" × 21¾"; Cols. 8 (Nwsprt. 6,970, Widths 60", 45", 29¾") (Black Ink 258,798) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¾") (Composing 21-L, 2-Lu; Casters 4-M; Feeders 9-Lw, 18-Ma) (Engrav. pc))Stereo-Mould'g 1-H-r, 1-W-r; Scorch'g 2-Sd, 3-StH; Casting 1-G-hbfc, 2-We-hbfc, 2-W-hdp#) (Tyers 4-Sa)

RENOVO RECORD; Type pg. 16 11/16" × 21"; Cols. 9 (Nwsprt. widths 35", 52½", 70") (Black Ink 700) (Presses 1-A-sf, 1-CP-sf, 1-D-wf, 1-Un-sf; Cut off 22¾") (Composing 2-L) (Casting 1-No-hbp)

RIDGWAY RECORD; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. widths 68") (Presses 1-D-wf) (Composing 3-I, 1-Lu; Casters 1-El; Feeders 3-I, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp-hbfc)

ST. MARYS PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 74; Widths 35", 52½", 70") (Black Ink 2,365) (Presses 2-CP-sf, 1-G-wf, 1-Ky-sf, 1-Kl-sf; Controls 1-AB-ac, 1-CW-ac, 1-GE-ac, 2-Ki-ac, 1-Nw-ac; Cut off 22¾") (Composing 1-I, 3-L; Casters 1-El; Feeders 3-Ke, 2-Ma) (Scorch'g 1-HM; Casting 1-Ha-hbfc)

SAYRE-ATHENS TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 266; Widths 34", 17") (Black Ink 10,857) (Presses 1-D-wut; Controls 6-GE-ac; Cut off 22¾") (Composing 4-I, 1-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 3-I, 2-Ke, 1-Lw, 1-Ma) (Engrav. pc))Stereo-Mould'g 1-D-r; Scorch'g 1-Sd; Casting 1-D-t#, 1-EK-hbfc)

SCRANTON TIMES; Type pg. 14.899" × 21¾"; Cols. 8 (Nwsprt. 3,822; Widths 60", 45", 30") (Black Ink 149,515) (Presses 8-H-wus; Controls 2-CH-dc; ROP Colors 1) (Composing 31-L, 2-Lu, 3-M; Casters 3-M; Feeders 35-Ma, 1-Sr) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-FOS, 2-StH; Casting 3-W-hbfc, 2-W-hdp#) (Tyers 5-Gr)

SCRANTON TRIBUNE & SCRANTONIAN; Type pg. 14 5/6" × 21 5/6"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 4-D-wus; Controls CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 16-L, 2-Lu; Casters 1-El, 2-M) (Stereo-Mould'g 2-G; Scorch'g 1-FOS, 1-StH; Casting G-hbp-hbfc, 1-W-sp-hdp)

SHAMOKIN NEWS-DISPATCH; Type pg. 17½" × 21"; Cols. 9 (Nwsprt. 403; Widths 17½", 35") (Black Ink 12,496) (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-Dr; Scorch'g 1-D; Casting 1-EK-hbp)

SHARON HERALD; Type pg. 15 11/16" × 22½"; Cols. 9 (Nwsprt. 1,500; Widths 64", 48", 32") (Black Ink 45,000) (Presses 4-S-wus; Controls 2-CW-ac; Cut off 23 9/16") (Composing 14-L, 2-I, 2-Lu; Casters 1-El, 2-M; Feeders 8-Ma, 13-Str) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 1-W-sp#) (Tyers 2-Gr)

SHENANDOAH HERALD; Type pg. 16 7/12" × 21 4/10"; Cols. 8 (Nwsprt. 244; Widths 17", 34") (Black Ink 7,000) (Presses 1-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Jo, 1-Str) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G-hbp) (Tyers 1-Gr)

SOMERSET AMERICAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 200; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 2-I, 2-L, 1-Lu) (Casting 1-A-hbp)

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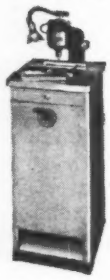

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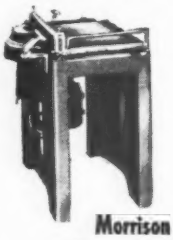

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

STATE COLLEGE CENTRE TIMES; Type pg. 16.3" × 22½"; Cols. 8 (Nwsprt. 500; Widths 16¼", 32¾") (Black Ink 9,000; Color 90) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-L; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-AP, 1-StH; Casting 1-W-sp#)

STROUDSBURG-E. STROUDSBURG RECORD; Type pg. 17 3/16" × 21½"; Cols. 9 (Nwsprt. 351½"; Widths 35", 17½") (Black Ink 10,800) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-BST)

SUNBURY DAILY ITEM; Type pg. 14 15/16" × 21¼"; Cols. 8 (Nwsprt. 898; Widths 15", 30") (Black Ink 35,600) (Presses 9-G-wdt, 1-Ky, 2-Kl, 3-Me, 2-CP; Controls 1-CW-ac; Cut off 22¾") (Composing 11-L, 3-Lu, 1-M; TTS 1; Casters 1-El, 1-M; Feeders 15-Ma) (Stereo-Mould'g 1-G-r, 1-No; Scorch'g 2-FOS, 1-StH, 1-AP; Casting 1-Dt#, 1-No-hbp, 1-SL-jr)

TAMAQUA COURIER; Type pg. 16 9/16" × 22"; Cols. 8 (Nwsprt. 170; Widths 34", 17") (Black Ink 3,300) (Presses 2-H-wus; Controls 1-K-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; TTS 1; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-G-hbp-hbfc)

TARENTUM VALLEY NEWS; Cols. 8 (Nwsprt. 1,192; Widths 61", 45¾", 30½") (Black Ink 7,200; Color 1,000) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Pre. Reg. 1-W) (Composing 9-I, 2-Lu; TTS 4; Casters 1-El, 1-M) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-EK-hbp-hbfc, 1-Ha-hds, 1-W-hdp#) (Tyers 1-Gr)

TITUSVILLE HERALD; Type pg. 16.227" × 21.4375"; Cols. 8 (Nwsprt. 193.27; Widths 33", 16½") (Black Ink 6,500) (Presses 1-D-wut, 2-CP, 1-Kl, 1-Me, 1-Hei; Controls 1-CH-ac; Cut off 22¾") (Composing 4-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-I) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP, 1-StH; Casting 1-D-t, 1-EK-hbp) (Tyers 1-In)

TOWANDA REVIEW; Type pg. 16¼" × 23 11/16"; Cols. 8 (Nwsprt. 192; Widths 33", 16½") (Black Ink 6,800) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 24¼") (Composing 4-I; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ma) (Stereo-Mould'g 1-Gr; Scorch'g 2-AP; Casting 1-G-hbp, 1-No-hbfc)

TYRONE HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black Ink 3,000) (Presses 1-G; Controls 1-CW-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Scorch'g 1-AP; Casting 1-EK-hbp)

UNIONTOWN HERALD & STANDARD; Type pg. 15 3/16" × 21¾"; Cols. 8 (Nwsprt. 1,390; Widths 61", 45¾", 30½") (Black Ink 54,500; Color 300) (Presses 3-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 8-L, 2-Lu; Casters 2-El, 1-M; Feeders 1-I, 13-Ma, 2-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-hdp#, 1-G-hbfc, 1-Ha-hbfc) (Tyers 1-Wt)

VANDERGRIFT NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 17½", 35", 52½", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 21¾") (Composing 4-L, 1-Lu, 1-M; TTS 2; Punchers 2; Casters 1-Mo; Feeders 3-Ma) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-Bch-hbp)

WARREN TIMES MIRROR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 306; Widths 34") (Black Ink 12,000; Color 25) (Presses 1-D-wut; Controls 1-GE-ac) (Composing 7-I, 1-L, 2-Lu; Casters 1-El; Feeders 9-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-Ghbp, 1-G-t, 1-Ha-hbfc)

WASHINGTON OBSERVER & REPORTER; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 1,118.251; Widths 67", 50¼", 33½") (Black Ink 40,140; Color 120) (Presses 2-G-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 6-L, 2-Lu; TTS 3; Punchers 2; Casters 2-M, 1-El; Feeders 15-Sr) (Engrav. En) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-W-hdp, 1-G-hbfc, 1-Ek-hbfc) (Tyers 2-BST)

WAYNESBORO RECORD-HERALD; Type pg. 16⅛" × 21¼"; Cols. 8 (Nwsprt. 251; Widths 33") (Black Ink 8,263) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; TTS 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-A-hbp, 1-D-t#)

WEST CHESTER LOCAL NEWS; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 540; Widths 34", 17") (Black Ink 20,250) (Presses 4-H-wus; Controls 1-CH-dc; Cut off 22¾") (Composing 8-L; TTS 2; Punchers 2; Casters 1-El, 1-M; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbp, 1-No-hbfc)

WILKES-BARRE RECORD & TIMES-LEADER; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 4,700; Widths 60", 45", 30") (Presses 8-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 15-L, 3-Lu; Casters 1-El, 2-M; Feeders 26-Ma, 3-Sr) (Stereo-Mould'g 2-H-r; Scorch'g 1-Ha, 2-H, 2-Si, 2-StH; Casting 2-EK-hbfc, 2-W-hdp#) (Tyers 4-Gr)

WILKES-BARRE SUNDAY INDEPENDENT; Type pg. 14¾" × 21½"; Cols. 8 (Nwsprt. 1,110; Widths 30", 45", 60") (Black Ink 49,900; Color 875) (Presses 3-S-wus; Controls 8p-dc; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 2-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc) (Tyers 2-Gr)

WILLIAMSPORT SUN-GAZETTE; Type pg. 16 7/24" × 21½"; Cols. 8 (Nwsprt. 1,518; Widths 33", 49½", 66") (Black Ink 52,748) (Presses 4-D-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 7-I, 4-L, 2-Lu; TTS 4; (Punchers 3; Casters 1-El, 1-M; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp)

WILLIAMSPORT GRIT; Type pg. 10¾" × 14¼"; Cols. 5 (Nwsprt. 7,000; Widths 61", 45¾", 30½") (Black Ink 250,000) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 2; Punchers 3; Casters 2-El; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-H, 1-StH; Casting 1-EK-hbfc, 1-G-hbfc, 1-Ha-hbfc, 1-H-hbp#) (1-Magnacraft wrapper; Tyers 1-Gr)

YORK DISPATCH; Type pg. 16 1/3" × 22 1/3"; Cols. 8 (Nwsprt. 2,200; Widths 66", 49½", 33") (Black Ink 80,000) (Presses 1-S-wus; Controls 1-GE-ac, 1-GE-dc) (Composing 1-I, 11-L, 1-Lu; TTS 4; Punchers 5; Casters 2-M; Feeders 15-Ma) (Stereo-Mould'g 1-W-r; Scorch'g 2-StH; Casting 1-H-hbfc, 1-W-hdp) (Tyers 2-Gr)

YORK GAZETTE & DAILY; Type pg. 10⅝" × 16¼"; Cols. 5 (Nwsprt. 1,680; Widths 68", 51", 34") (Black Ink 55,000) (Presses 3-G-wus; Controls 1-Sp-ac; Cut off 22¾") (Composing 10-I, 1-L, 2-Lu; Casters 2-El; Feeders 2-I, 8-Lw, 1-Mo, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp) (Tyers 1-Wt)

RHODE ISLAND

NEWPORT DAILY NEWS; Type pg. 15 7/12" × 21"; Cols. 8 (Nwsprt. 526; Widths 32", 16") (Black Ink 19,100) (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 4-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-EK-hbfc) (Tyers 3-Gr)

PAWTUCKET TIMES; Type pg. 16 5/16" × 22"; Cols. 8 (Nwsprt. 2,610; Widths 66", 49½", 32¾") (Black Ink 104,000) (Presses 4-G-wus, 4-H-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 11-I, 9-L, 2-Lu; Casters 2-El; Feeders 3-I, 1-Lw, 17-Ma, 3-Sr) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 2-H-hbfc-hbp; Tyers 3-Wt)

PROVIDENCE JOURNAL & BULLETIN; Type pg. 14¾" × 21 11/16"; Cols. 8 (Nwsprt. 23,071; Widths 60", 45", 30", 15") (Black Ink 882,208) (Presses 18-S-wus, 12-W-wus; Cut off 22¾") (Composing 37-I, 2-Lu; TTS 4; Punchers 5; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 2-Al, 1-FOS, 1-Sd, 3-StH; Casting 5-H-hbfc, 4-W-jr, 2-W-hds#) (Tyers 8-Gr)

WESTERLY SUN; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 211; Widths 32") (Black Ink 8,076) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 7-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-D-t, 1-H-hbp, 1-H-hbfc)

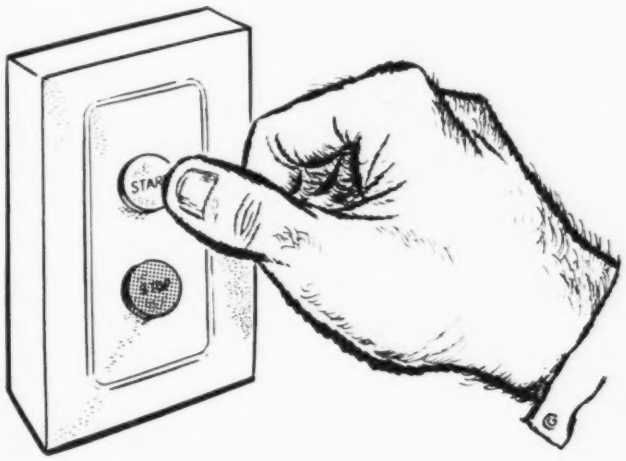
WEST WARWICK PAWTUXET VALLEY DAILY TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 176; Widths 17", 34") (Black Ink 5,400) (Presses 4-G-wut; Controls 1-CW-ac) (Composing 4-L; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-D; Casting 1-EK-am, 1-G-am-sts-t#)

WOONSOCKET CALL; Type pg. 16¾" × 21¾"; Cols. 9 (Nwsprt. 1,050; Widths 33½", 16¾") (Black Ink 50,589) (Presses 6-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 13-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El, 1-L; Feeders 10-Lw, 3-Ma, 7-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 2-H-hbp,-hbfc, 1-W-hdp#) (Tyers 2-Wt)

SOUTH CAROLINA

ANDERSON INDEPENDENT & MAIL; Type pg. 15½" × 21¾"; Cols. 8 (Nwsprt. 2,680; Widths 31½", 47¼", 63") (Black Ink 115,605; Color 2,400))Presses 4-G-sc; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L; TTS 4; Punchers 4; Casters 2-M; Feeders 11-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-H, 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 3-Gr)

(Continued on Page 290)



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 289)

CHARLESTON NEWS & COURIER AND POST; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 6,540; Widths 60", 45", 30") (Black Ink 240,942; Color 9,226) (Presses 5-H-wus, Color H; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (TTS 7; Punchers 7; Casters 2-El; Feeders 3-Ma, 19-Str) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 2-StH; Casting 1-G-hbp, 1-H-hbdt, 1-W-hdp#) (Tyers 4-Gr)

COLUMBIA RECORD & STATE; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 9,200; Widths 64", 48", 32") (Black Ink 292,800; Color 4,600) (Presses 8-G; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 8-L, 2-Lu; TTS 5; Punchers 2; Casters 2-El; Feeders 9-I, 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 2-StH; Casting 2-W-sp) (Tyers 1-Wal, 4-Gr)

FLORENCE NEWS; Type pg. 94 2/5" × 21½"; Cols. 8 (Nwsprt. 665; Widths 32") (Black Ink 32,400; Color 300) (Presses 1-G-wds; Controls 1-CW-ac, 1-Wg-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-W-sp#, 1-G-hbfc, 1-Ha-hbfc) (Tyers 1-Wt)

GREENVILLE NEWS; Type pg. 14 63/64" × 22"; Cols. 8 (Nwsprt. 7,000; Widths 60") (Presses 6-G-wus, 4-H-wus; Controls 2-CE-ac, 2-CH-ac; Cut off 22¾") (Composing 4-I, 15-L, 2-Lu; TTS 2; Casters 1-El, 1-M; Feeders 11-Ke, 2-Lw, 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-AP, 2-HM, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#)

GREENWOOD INDEX-JOURNAL; Type pg. 16½" × 22¼"; Cols. 8 (Nwsprt. 313; Widths 68", 51", 34", 17") (Black Ink 12,000) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-M; Feeders 2-Jo, 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

ORANGEBURG TIMES & DEMOCRAT; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 300; Widths 15", 30") (Presses 1-D-wdt; Controls 1-CH-dc; Cut off 22¾") (Composing 5-L; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd; Casting 1-G) (Tyers 1-Gr)

ROCK HILL HERALD; Type pg. 17⅜" × 22"; Cols. 9 (Nwsprt. 407; Widths 35½", 17⅝") (Black Ink 11,000; Color 85) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Jo, 1-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 2-StH; Casting 1-Ha-hbp, hbfc, 1-W-sp)

SPARTANBURG HERALD & JOURNAL; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 2,270; Widths 15½", 31", 46½", 62") (Black Ink 95,000; Color 250) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 13-L, 2-Lu; Casters 1-El, 1-M; Feeders 14-Ma, 4-Lw) (Stereo-Mould'g 1-G-r; Scorch'g 2-HM, 1-Sd, 1-StH; Casting 1-EK, 1-W-hbp-sp) (Tyers 1-Wt)

SUMTER ITEM; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 293; Widths 16", 32") (Black Ink 11,000; Color 450) (Presses 4-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

UNION TIMES; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 120; Widths 22½", 45") (Black Ink 4,050) (Presses 1-P-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L, 1-Lu; Feeders 3-L) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-H; Casting 1-Ha-hbp, 1-H-t)

SOUTH DAKOTA

ABERDEEN AMERICAN-NEWS; Type pg. 15¾" × 22 7/16"; Cols. 8 (Nwsprt. 880; Widths 62½") (Black Ink 24,000; Color 275) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 2-I, 7-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-Si, 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-W-sp, 1-A, 1-Km, 1-StH, 1-SL) (Tyers 1-wt)

DEADWOOD PIONEER-TIMES. Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 55; Widths 35", 52½", 70") (Black Ink 1,500) (Presses 1-CD-wf; Controls 1-CE-ac; Cut off 22¾") (Composing 2-I, 3-L; TTS 1; Punchers 1; Feeders 1-Lw, 4-Ma) (Engrav. FSpe) (Casting 1-G-hdp, 1-Ha-hbp)

HURON PLAINSMAN; Type pg. 15 5/16" × 22½"; Cols. 8 (Nwsprt. 400; Widths 62½", 46⅞", 31¼") (Black Ink 16,000) (Presses 3-D-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu; TTS 2; Casters 1-El, 5-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS, 1-StH; Casting 1-W-sp, 1-EK-hbfc)

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MADISON LEADER; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 50; Widths 70", 52½", 35") (Black Ink 1,500) (Presses 1-D-wf) (Composing 3-I, 1-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc) (Tyers 1-In)

MITCHELL REPUBLIC; Type pg. 14 11/16" × 21"; Cols. 8 (Nwsprt. 653½", Widths 31", 15½") (Black Ink 24,000; Color 500) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 8-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 1-StH; Casting 1-D-hbp, 1-D-t#, 1-EK-hbp) (Tyers 1-BST)

PIERRE CAPITAL JOURNAL; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 40; Widths 70", 52½", 35") (Presses 1-D-wus; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Scorch'g 1-HM; Casting 1-EK-hbfc)

RAPID CITY JOURNAL; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 1,344; Widths 16", 32") (Black Ink 44,730; Color 225) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 9-Ma, 1-Mo) (Engrav. pc, FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-sts) (Tyers 2-Gr)

SIOUX FALLS ARGUS-LEADER; Type pg. 14 15/16" × 22½"; Cols. 8 (Nwsprt. 3,600; widths 60", 45", 30") (Black Ink 120,000; Color 4,000) (Presses 6-H-wus; Controls 2-CE-ac, 2-CE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 11-L, 2-Lu; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Gr)

WATERTOWN PUBLIC OPINION; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 431; Widths 33", 16½") (Black Ink 18,000; Color 340) (Presses 5-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 4-KC, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbfc, 1-G-t#)

YANKTON PRESS & DAKOTAN; Type pg. 16½" × 20 5/16"; Cols. 8 (Nwsprt. 175; Widths 34", 51") (Presses 1-G-wds; Controls 1-CH-ac; Cut off 21½") (Composing 4-I, 1-Lu; Casters 1-El; Feeders 4-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-dp; Scorch'g 2-FOS; Casting 1-G-hbp, 1-G-hbdt, 1-Ha-am)

TENNESSEE

BRISTOL—See Bristol, Va., listing.

CHATTANOOGA NEWS-FREE PRESS and CHATTANOOGA TIMES; Type pg. 14¼" × 21½"; Cols. 8 (Nwsprt. 9,698; Widths 60", 45", 30") (Black Ink 322,450; Color 15,376) (Presses 5-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 22-L, 1-Lu, 2-M; TTS 4; Punchers 3; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-FOS, 2-StH; Casting 1-StH-hbfc, 2-W-hdp) (Tyers 3-Wt)

CLARKSVILLE LEAF CHRONICLE; Type pg. 18" × 21"; Cols. 9 (Nwsprt. 500; Widths 34") (Presses 1-D-wut; Cut off 22¾") (Pre-Reg. 1-StH) (Composing 8-L, 1-Lu; TTS 5; Punchers 3) (Casting Ha)

CLEVELAND BANNER; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. widths 34", 51", 68") (Presses 2-H-wut; Controls 1-CH-ac) (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 4-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si; Casting 1-G-hbp, 1-G-sts, 1-Ha-hbfc, 1-No, 1-Si)

COLUMBIA HERALD; Type pg. 17" × 21½"; Cols. 9 (Nwsprt. 230; Widths 34") (Black Ink 8,327; Color 102) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-t#, 1-Ha-hdp)

DYERSBURG STATE GAZETTE; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Black Ink 1,800) (Presses 2-CP, 1-G-wf, 1-Kl, 1-Me, 1-Wh-sf; Cut off 21½") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Casting 1-Ha-hbp)

ELIZABETHTON STAR; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 165; Widths 16¾", 33½") (Black Ink 6,000; Color 500) (Presses 4-H-wus; Controls 1-K-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-H-dp; Scorch'g 1-Si; Casting 1-EK-am, 1-H-am-sts)

GREENEVILLE SUN; Type pg. 16¾" × 21"; Cols. 9 (Nwsprt. 300; Widths 34", 17") (Color Ink 900) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 21½"; Composing 5-L, 1-Lu; TTS 2; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-G; Scorch'g 1-StH; Casting 1-Ha-hbp) (Tyers 1-Wt)

JACKSON SUN; Type pg. 14 23/24" × 21"; Cols. 8 (Nwsprt. 829; Widths 34") (Black Ink 28,544; Color 470) (Presses 4-D-wut; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 2-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-G#)

JOHNSON CITY PRESS-CHRONICLE; Type pg. 15 15/16" × 22¼"; Cols. 8 (Nwsprt. 866.5; Widths 63¾", 47½", 31¼") (Presses 2-S-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 4; Punchers 2; Casters 2-El, 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 1-StH; Casting 1-W-sp#, 1-EK-hbfc) (Tyers 2-Gr)

KINGSPORT TIMES-NEWS; Type pg. 16½" × 22¼"; Cols. 8 (Widths 66", 49½", 33", 16½") (Presses 3-G; Controls 1-CW-ac; ROP Colors 1) (Composing 8-L, 2-Lu; Casters 2-El; Feeders 12-Ma) (Scorch'g 1-Ha, 1-StH; Casting 1-A-hdp#, 1-EK-hbp)

KNOXVILLE NEWS-SENTINEL; Type pg. 15 9/16" × 23"; Cols. 8 (Nwsprt. 7,964; Widths 60") (Black Ink 333,700; Color 6,850) (Presses 12-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 20-I, 3-L, 2-Lu; Photo-composers 2-I; Casters 2-El, 2-M; Feeders 6-I, 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ir, 2-WF, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 9-Gr)

MARYSVILLE-ALCOA TIMES; Type pg. 15 3/16" × 22½"; Cols. 8 (Nwsprt. 274.4; Widths 31", 46½", 62") (Black Ink 9,455) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El, 1-M) (Engrav. FSpe, En) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbp, 1-StH-ap, 1-W-sp, 1-Km)

MEMPHIS COMMERCIAL APPEAL & PRESS SCIMITAR; Type pg. 15¼" × 23"; Cols. 8 (Nwsprt. 36,000; Widths 60", 45", 30") (Black Ink 1,500,000; Color 85,000) (Presses 8-G-wus, 18-H-wus, 4-wds; Color 4-G-wds; Cut off 23 9/16, 22¾", Color 22¾"; Controls 3-CH-ac, 2-CE-ac, 1-CW-ac; ROP Colors 3) (Composing 39-I, 4-L, 2-Lu; Casters 2-El, 2-M; Feeders 49-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r, 1-No, 1-Sr; Scorch'g 3-Al, 2-Av, 2-StH; Casting 1-H-hbp, 2-H-hbfc, 1-H-sts, 2-W-jr, 1-W-sts, 1-W-hds) (Stuffing 3-She-8, 5-Hv-5; Tyers 3-SP, 2-Gr)

MURFREESBORO NEWS JOURNAL; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 150; Widths 17", 34") (Presses 5-D-wut; Controls CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El; TTS 2; Punchers 2; Feeders 6-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No; Casting 1-G-hbp-t#)

NASHVILLE BANNER & TENNESSEAN; Type pg. 15¾" × 21 3/7"; Cols. 8 (Nwsprt. 22,659; Widths 16", 32", 48", 64") (Black Ink 798,783; Color 65,552) (Presses 12-G-wus; Controls 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 30-L; Casters 3-El, 2-M; Feeders 15-Lw, 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Si, 2-StH; Casting 1-G-hbfc#, 1-W-hbfc, 2-W-hdp#)

OAK RIDGE OAK RIDGER; Type pg. 15 7/18" × 21½"; Cols. 8 (Nwsprt. 27; Widths 31½", 15¾") (Black Ink 7,000) (Presses 4-D-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-Sr; Casting 1-W-sp) (Tyers 1-Sa)

PARIS POST-INTELLIGENCER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 75; Widths 52½", 70") (Black Ink 1,760) (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-I, 2-Ke, 2-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

SHELBYVILLE TIMES-GAZETTE; Type pg. 16 3/5" × 21"; Cols. 8 (Nwsprt. 75; Widths 35", 52½", 70") (Black Ink 2,000) (Presses 1-D-wf; Cut off 22½") (Composing 3-I, 1-L, 1-Lu; Casters 1-El; Feeders 3-I, 3-Ma) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-Ha-hbp)

UNION CITY MESSENGER; Type pg. 17½" × 22"; Cols. 8 (Nwsprt. 140; Widths 70", 54¾") (Black Ink 3,080) (Presses 1-G-wf) (Composing 3-L, 1-Lu) (Engrav. FSpe) (Casting 1-Ha-hbfc)

TEXAS

ABILENE REPORTER-NEWS; Type pg. 14⅝" × 21¾"; Cols. 8 (Nwsprt. 3,760; Widths 30") (Black Ink 120,000; Color 3,500) (Presses 8-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-L, 1-Lu; TTS 5; Punchers 5; Casters 2-El; Feeders 11-L, 4-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 2-StH; Casting 1-W-hdp#, 1-G-hbp, 2-Km) (Tyers 2-Gr)

ALICE ECHO; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 135; Widths 70", 52½", 35") (Presses 1-CD-wf; Controls 1-CW-ac; Cut off 21½") (Composing 2-L, 1-Lu) (Casting 1-EK-hbfc)

AMARILLO NEWS & GLOBE-TIMES; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 5,876; Widths 63") (Black Ink 220,380; Color 10,659) (Presses 4-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 7-L; TTS 3; Casters 2-El; Feeders 8-I, 7-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-hdp#)

ATHENS REVIEW; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 62½"; Widths 35", 52", 70") (Black Ink 2,400) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. Klg-pc) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-We-hbp)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

AUSTIN AMERICAN & STATESMAN; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 5,141; Widths 65½", 49⅛", 25⅛") (Black Ink 174,210; Color 4,016) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 17-Ma, 4-Sr; Engrav. 3-FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 2-StH, 1r; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-SP, 2-Gr)

BATTOWN SUN; Type pg. 16¼" × 21"; Cols. 9 (Nwsprt. 331; Widths 33½") (Black Ink 12,376) (Presses 2-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 4-I, 2-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H; Scorch'g 1-Si, 1-StH; Casting 1-H-hbfc, 1-H-hbp, 1-Ha-hbfc) (Tyers 2-Gr)

BEAUMONT ENTERPRISE & JOURNAL; Type pg. 16¾" × 22¾"; Cols. 9 (Nwsprt. 6,626; Widths 65½", 49⅛", 32⅛", 28½") (Black Ink 252,500; Color 38,300) (Presses 8-G-wus, Color 1-G-wus; Controls 5-CW-ac; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 17-L, 2-Lu; TTS 8; Punchers 5; Casters 2-El, 1-M; Feeders 22-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-FOS, 1-Ha, 2-If, 2-StH; Casting 1-EK-hbfc, 1-H-hbp#, 1-W-sp#, 1-W-hdp#) (Tyers 5-Gr)

BIG SPRING HERALD; Type pg. 16" × 21¾"; Cols. 8 (Nwsprt. 456; Widths 31½", 15⅛") (Black Ink 10,500; Color 250) (Presses 4-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 6-Ma, 2-Sr, 1-Jo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-W-sp#) (Tyers 1-Gr)

BONHAM FAVORITE; Nwsprt. 75; Black Ink 3,000.

BROWNSVILLE HERALD; Type pg. 17 9/16" × 21⅛"; Cols. 9 (Nwsprt. 460; Widths 17", 34") (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 1-I, 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-dp; Scorch'g 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 2-Wt)

BROWNWOOD BULLETIN; Type pg. 16¼" × 23"; Cols. 8 (Nwsprt. 230; Widths 32½") (Black Ink 11,000) (Presses 4-D-wdt) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t#, 1-Ha-hbfc)

BRYAN EAGLE, Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 240; Widths 33") (Presses 1-G-wut; Controls 1-CE-ac; Cut off 21½"; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Sr) (Stereo Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha) (Casting 1-G-t, 1-Ha-hbp)

CHILDRESS INDEX; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 138; Widths 35", 52¾", 70") (Black Ink 2,175) (Presses 1-D-wf; Controls 1-Wg-ac) (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

COMMERCE JOURNAL; (Presses 1-D-wf; Cut off 22¾") (Composing 2-L, 1-Lu) (Casting 1-EK-hbfc)

CONROE COURIER; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 75; Widths 22½", 45¼") (Black Ink 2,000; Color 50) (Presses 1-S-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha; Casting 1-Ha-hbp)

CORPUS CHRISTI CALLER & TIMES; Type pg. 15 3/16" × 21⅞"; Cols. 8 (Nwsprt. 8,400; Widths 60", 45", 30") (Black Ink 252,000; Color 6,000) (Presses 8-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 19-L, 2-Lu; TTS 9; Punchers 10; Casters 3-El; Feeders 21-Ma, 4-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-Au, 1-AP, 1-FOS, 2-StH; Casting 1-G-hbp, 1-H-hbp) (Tyers 4-Wt)

CUERO RECORD; Type pg. 15 15/16" × 20½"; Cols. 8 (Nwsprt. 130; Widths 16½", 33", 49½") (Black Ink 5,700; Color 290) (Presses 3-H-wus; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sm; Casting 1-EK-hbfc, 1-H-hpb, 1-H-hbfc) (Tyers 1-In)

DALHART TEXAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 45; Widths 35", 52½", 70") (Black Ink 160) (Presses 1-CD) (Composing 3-I; TTS 1; Punchers 1; Casters 1-BN; Feeders 3-Ma) (Stereo-Mould'g 1-Ha-dp; Casting 1-Ha-hbp)

DALLAS NEWS; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 28,795) (Black Ink 1,002,962; Color 67,930) (Presses 24-H-wus; Controls 4-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 41-I, 2-Lu, 1-M; TTS 7; Punchers 5; Casters 2-El, 2-M; Feeders 48-Ma) (Stereo-Mould'g 1-D-r, 1-H-dp; Scorch'g 1-AP, 1-Ir, 2-FOS, 4-StH; Casting 2-G-hbfc, 2-W-jr-hds#) (Tyers 3-SP, 4-Gr)

DALLAS TIMES-HERALD; Type pg. 15 13/16" × 22"; Cols. 8 (Nwsprt. 26,402; Widths 60") (Black Ink 903,223; Color 39,673) (Presses 20-S-wus; Controls 2-CE-ac, 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 13-I, 28-L, 2-Lu, 2-M; TTS 9; Punchers 6; Casters 2-El, 2-M; Feeders 2-I, 39-Ma, 5-Sr) (Stereo-Mould'g 1-D-r, 2-G-r; Scorch'g 2-AP, 2-FOS, 1-HM; Casting 1-G-hbfc, 1-StH-hbfc#, 4-W-jr1, -1sts-2hds#)

DALLAS WALL STREET JOURNAL; Type pg. 16¾" × 21½"; Cols. 6 (Nwsprt. 1,415; Widths 33", 16½") (Black Ink 40,349) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 13-I; Casters 1-El; Feeders 13-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si, 2-StH; Casting 1-D-hbp-t#, 1-StH-hbfc#)

DENISON HERALD; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 426; Widths 31½", 15⅛") (Black Ink 16,500; Color 200) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-HM; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Gr)

DENTON RECORD-CHRONICLE; Type pg. 15⅝" × 21⅞"; Cols. 8 (Nwsprt. 314; Widths 32") (Black Ink 11,340; Color 150) (Presses 3-G-wds; Controls 1-K-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Ke, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-W-sp) (Tyers 1-Wt)

EDINBURGH REVIEW; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 55; Widths 70", 52½", 35") (Presses 1-G-wf) (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 2-I, 1-Ma) (Engrav. FSpe) (Scorch'g 1-Sh; Casting 1-Ha-hbp)

EL PASO HERALD-POST & TIMES; Type pg. 15⅝" × 22 13/16"; Cols. 8 (Nwsprt. 7,700; Widths 61", 45⅛", 30½") (Black Ink 240,000; Color 3,000) (Presses 8-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 17-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 12-Ke, 7-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH, 1-Al, 1-AP, 1-Si, 1-Sd; Casting 2-G-hbfc, 2-W-hdp#)

FORT WORTH PRESS; Type pg. 15⅝" × 11⅛"; Cols. 6 (Nwsprt. 2,614; Widths 60") (Black Ink 95,000; Color 1,500) (Presses 6-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 11-I, 2-Lu; Casters 1-El, 1-M; Feeders 4-I, 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 2-W-sp) (Tyers 2-Gr)

FORT WORTH STAR-TELEGRAM; Type pg. 15¾" × 21 13/16"; Cols. 8 (Nwsprt. 24,896; Widths 60", 45", 30") (Black Ink 905,116; Color 88,325) (Presses 19-G-wus; Color 1-G-wus; Controls 3-CW-ac, 1-GE-ac; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 33-L, 2-Lu; TTS 8; Punchers 8; Casters 1-El, 4-M; Feeders 43-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-AP, 2-Si, 4-StH; Casting 1-G-hbp#, 1-StH-hbfc#, 2-W-jr#) (Tyers 2-SP)

FREEPORT BRAZOSPORT FACTS; Type pg. 16⅞" × 21½"; Cols. 9 (Nwsprt. 112; Widths 67", 50½", 33½") (Black Ink 7,215) (Presses 2-S-wus; Controls Wg-ac; Cut off 22¾") (Composing 3-Lg, 1-Lu; Casters 1-El; Feeders 1-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Si) (Casting 1-Hm-hbp, 1-H-hbfc-sts)

GADSDEVILLE REGISTER; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 165; Widths 32", 36") (Black Ink 6,516; Color 100) (Presses 1-D(Color); Controls 1-CH; ROP Colors 4) (Composing 4-I, 1-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-AP; Casting 1-EK-hbp)

GALVESTON NEWS & TRIBUNE; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 2,100; Widths 31", 28½") (Black Ink 63,100; Color 7,675) (Presses 10-G-wut, Color 4-G-wut; Controls 2-CE-dc; Cut off 22¾"; ROP Colors 3) (Composing 13-I, 2-L, 1-Lu, 1-M; TTS 6; Punchers 4; Casters 2-El, 1-M; Feeders 16-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbp, 1-G-hbfc, 1-G-t#) (Tyers 2-Gr)

GARLAND NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 110; Widths 16½", 33") (Black Ink 6,000; Color 500) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L, 1-Lu, 1-I; TTS 2; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-OS-dp; Scorch'g 1-StH; Casting 1-BS-hbp, 1-G-t)

GONZALES INQUIRER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 55; Widths 35", 52½", 70½") (Black Ink 1,750) (Presses 1-G-wf, 1-CP, 1-LG; Cut off 22¾") (Pre-Reg. 1-G) (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Feeders 2-Ma, 1-BN, 1-Sr) (Stereo-Mould'g 2-Ha-r; Casting 1-Ha-hbfc)

GREENVILLE HERALD-BANNER; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 257; Widths 31½") (Black Ink 5,400; Color 360) (Presses 4-D-wut, Controls 1-GE; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-El, 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp-t#, 1-Ha-hbp) (Tyers 1-Gr)

HARLINGEN VALLEY MORNING STAR; Type pg. 17 9/16" × 21⅛"; Cols. 9 (Nwsprt. 820; Widths 34¼", 17⅛") (Presses 5-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-G-t#)

HENDERSON NEWS; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 170; Widths 33½", 16¾") (Black Ink 4,000) (Presses 1-D; Controls 1-FM-dc) (Composing 3-I, 2-L, 1-Lu) (Stereo-Mould'g 1-No-dp; Scorch'g 1-D; Casting 1-D-hbp, 2-Ha-hbfc)

HILLSBORO MIRROR; Type pg. 16" × 21"; Cols. 8 (Widths 35", 52¾", 72") (Presses 1-D-wf; Cut off 21½") (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-BN) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-A-hbfc)

HOUSTON CHRONICLE; Type pg. 15⅝" × 21¾"; Cols. 8 (Nwsprt. 36,437; Widths 15", 30", 45", 60") (Black Ink 1,294,103; Color 158,872) (Presses 22-G-wus; Controls 6-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 30-I, 7-L, 2-Lu; Casters 1-El, 4-M; Feeders 37-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r, 1-LE-dp; Scorch'g 3-ER, 6-StH; Casting 4-W-jr#, 1-W-sts, 2-W-hds) (Tyers 3-SP)

HOUSTON POST; Type pg. 15 3/16" × 21 15/16"; Cols. 8 (Nwsprt. widths 60") (Presses 15-G-wus; Controls 3-GE-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 32-I, 2-Lu, 2-M; Casters 4-M; Feeders 40-Ma; TTS 8) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 1-MTO, 2-Si, 3-StH; Casting 2-G-hbfc, 3-W-jr, 1-W-sts, 1-W-hds) (Tyers 3-Wt)

HOUSTON PRESS; Type pg. 15¾" × 23"; Cols. 8 (Nwsprt. 6,490; Widths 60", 45", 30") (Black Ink 250,000; Color 5,600) (Presses 6-G-wus, 8-S-wus; Controls 4-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 14-I, 6-L, 2-Lu; Casters 2-El, 1-M; Feeders 3-I, 20-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-Al, 3-FOS, 1-Si, 2-StH; Casting 1-G-hbfc, 2-W-sp#)

JACKSONVILLE PROGRESS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52¾", 70") (Presses 1-G-wf) (Composing 2-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-EK)

KERRVILLE TIMES; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 75; Widths 63", 31½") (Black Ink 1,500) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha)

KILGORE NEWS HERALD; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 180; Widths 31½", 15⅛") (Black ink 8,139; Color 142) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

KILLEEN HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 50; Width 70") (Presses 1-D-wf, Controls 1-GE-ac, Cut off 22¾") (Composing 3-L; TTS 1; Casters 1-El; Feeders 2-Ma, 2-Lw) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-HM; Casting 1-EK-hbfc)

LAMESA REPORTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 44; Widths 35", 52¾", 70") (Black Ink 1,900) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 2-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 2-Ke, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-Mo-sts)

LAREDO TIMES; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 640; Widths 31") (Black ink 42,000; Color 2,500) (Presses 5-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Wt)

LEVELLAND SUN NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 150; Widths 35", 52½", 70") (Black Ink 3,600) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 1-Ma, 2-Sr) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

LUBBOCK AVALANCHE & JOURNAL; Type pg. 15¾" × 21⅛"; Cols. 8 (Nwsprt. 5,885; Widths 31") (Black Ink 140,443; Color 13,806) (Presses 10-D-wut; Controls 2-GW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 5-L, 2-Lu; TTS 3; Casters 3-El; Feeders 7-I, 6-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-SP, 2-Gr)

LUFKIN NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 264; Widths 33½") (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 3-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

MARLIN DEMOCRAT; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 32; Widths 35", 52¾", 70") (Black Ink 1,500) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-L; Casters 1-El; Feeders 3-Ma) (Casting 1-Ha-hbfc)

MARSHALL NEWS-MESSENGER; Type pg. 16¾" × 21⅛"; Cols. 9 (Nwsprt. 546; Widths 31½", 34") (Black ink 16,000; Color 500) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L,

(Continued on Page 292)

TIE NEWSPAPERS
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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 291)
1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 4-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

McALLEN VALLEY EVENING MONITOR; Type pg. 17 9/16" × 21⅛"; Cols. 9 (Nwsprt. 540; Widths 17⅛", 34¼") (Presses 5-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-t#)

MEXIA NEWS; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 1; Widths 70") (Black Ink 218) (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 2-L, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-Ha; Casting 1-EK-hbp)

MIDLAND REPORTER-TELEGRAM; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 1,146; Widths 33½", 16¾") (Black Ink 43,680; Color 2,800) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; Casters 2-El; Feeders 8-Ma, 3-Sr) (Stereo-Mould'g 1-D-dp; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Wt)

MINERAL WELLS INDEX; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 156; Widths 35", 52¾", 72") (Black Ink 1,700) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Scorch'g 1-Ha; Casting 1-EK-hbp)

MT. PLEASANT TIMES; Type pg. 16¾" × 21"; Cols. 8; (Presses 1-D-wf; Cut off 22¾") (Composing 3-L; 1-Lu; Casters 1-BN; Feeders 3-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

ODESSA AMERICAN; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 1,895; Widths 63", 47¼", 31½", 15¾") (Black ink 75,023; Color 827) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 6-I, 3-Lg, 1-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 8-I, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-am, 1-W-sp#) (Tyers 2-Gr)

ORANGE LEADER; Type pg. 15⅝" × 21"; Cols. 8. (Nwsprt. 248; Widths 31½", 16") (Black Ink 6,855; Color 308) (Presses 4-D-wdt; Controls GE-ac; Cut off 22½"; ROP Colors 2) (Composing 5-L, 1-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH, 1-Ha; Casting 1-EK-hbfc, 1-D-t)

PALESTINE HERALD-PRESS. Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 190; Widths 17", 34") (Black Ink 4,000; Color 70) (Presses 1-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 4-L; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-D-t, 1-Ha-hbp) (Tyers 1-Wt)

PAMPA NEWS; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 285; Widths 32½") (Black Ink 11,707) (Presses 1-G-ac; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 2-L, 5-Lw) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH; Casting 1-EK-hbp, 1-EK-sp#) (Tyers 1-Wt)

PARIS NEWS; Type pg. 15 15/16" × 21 13/16"; Cols. 8 (Nwsprt. 416; Widths 31½") (Black ink 17,669; Color 2,745) (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 4-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-hbfc#) (Tyers 1-Gr)

PLAINVIEW HERALD; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 240; Widths 33½", 16¾") (Black Ink 15,000; Color 600) (Presses 1-D-wus-wut, 1-Kl, 1-CP, 1-Heidelburg; Controls 1-CH-ac; ROP Colors 3) (Composing 6-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

PORT ARTHUR NEWS; Type pg. 16¼" × 21¾"; Cols. 9 (Nwsprt. 1,634; Widths 17", 34") (Black Ink 38,540; Color 1,000) (Presses 6-G-wus; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 4) (Composing 3-I, 11-L, 2-Lu; TTS 5; Punchers 2; Casters 2-El; Feeders 18-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 2-StH; Casting 1-W-sp)

SAN ANGELO STANDARD-TIMES & STANDARD; Type pg. 14⅞" × 22¾"; Cols. 8 (Nwsprt. 2,683; Widths 15", 30") (Black ink 65,580; Color 1,857) (Presses G-wds; Controls 1-CW-ac; Cut off 22 "; ROP Colors 3) (Composing 2-I, 10-L, 1-Lu; TTS 5; Punchers 6; Casters 2-El; Feeders 1-Jo, 11-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-AP, 2-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 4-Gr)

SAN ANTONIO EXPRESS & NEWS; Type pg. 15.2305" × 21¾"; Cols. 8 (Nwsprt. 16,000; Widths 60", 45", 30", 15") (Black ink 300,000; Color 7,000) (Presses 10-G-wus; Controls CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 27-I, 3-Lu, 25-L, 2-M; TTS 10; Casters 4-El; Feeders 37-Ma) (Engrav. Dow pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Sd, 3-StH, 1-AP, 1-Si; Casting 2-G-hbfc-1-hds#) (Stuffing 2-She-8; Tyers 2-BP)

SAN ANTONIO LIGHT; Type pg. 14 14/16" × 22"; Cols. 8 (Nwsprt. 13.288; Widths 59", 41¼", 29") (Black Ink 375,407; Color 12,264) (Presses 14-G-wus; Controls 16-CW-dc; Cut off 22¾"; ROP Colors 4) (Pre-Reg. 1-StH) (Composing 21-I, 2-L, 2-Lu; Casters 4-El; Feeders 25-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-Al, 1-If, 2-Si, 4-StH; Casting 2-W-jr#-1-sts-1-hds)

SHERMAN DEMOCRAT; Type pg. 16 5/6" × 21½"; Cols. 9 (Nwsprt. 505; Widths 16½", 33") (Black ink 18,400; Color 135) (Presses 4-D; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 2-Lw, 5-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-D-t#, 1-G-hbfc) (Tyers 1-Gr)

SNYDER NEWS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 175; Widths 31½", 15¾") (Black Ink 6,000; Color 200) (Presses 1-D-wut, Color-D; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-FOS; Casting 1-D-t, 1-EK-hbfc, 1-G-hds)

SULPHUR SPRINGS NEWS-TELEGRAM; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 110; Widths 35", 52¾", 70") (Presses 1-G-wf; Controls 1-GE-ac) (Composing 4-I, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

SWEETWATER REPORTER; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 180; Widths 70", 52¾", 35") (Black Ink 5,280) (Presses 1-D; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

TAYLOR PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 125) (Black Ink 3,586) (Presses 1-D(B)-wf) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-BN; Feeders 1-BN, 1-Sr) (Engrav. FSpe) (Scorch'g 1-HM; Casting 1-EK-hbfc)

TEMPLE TELEGRAM; Type pg. 16 5/6" × 21½"; Cols. 9 (Nwsprt. 827; Widths 33½", 16¾") (Black ink 3,790; Color 550) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Lw, 8-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#, 1-Mo) (Tyers 2-Gr)

TERRELL TRIBUNE; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 78; Widths 35", 52¾", 70") (Black Ink 2,000) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-I, 1-Lu; Casters 1-El; Feeders 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

TEXAS CITY SUN; Type pg. 16 5/16" × 20½"; Cols. 8 (Nwsprt. 33", 49½", 66") (Black Ink 4,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½") (Composing 5-L; Punchers 1; Casters 1-BN; Feeders 1-BN, 6-Ma) (Stereo-Mould'g 1-G-r-dp; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbp, 1-G-hbp, 1-H-hbp, 1-StH-hbp)

TYLER COURIER-TIMES & TELEGRAPH; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 1,600; Widths 32¾") (Black Ink 43,000; Color 1,500) (Presses 4-S-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-I, 1-Lu; Casters 1-El; Feeders 6-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-We-hbfc) (Tyers 2-Gr)

VERNON RECORD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 210; Widths 34") (Black Ink 6,000; Color 175) (Presses 4-D-wut; Controls 1-GE-ac, 1-SD-ac; Cut off 21½"; ROP Colors 2) (Composing 1-I, 4-L; Casters 1-El; Feeders 1-I, 4-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-G-hbp-t#, 2-Ha-hbfc)

VICTORIA ADVOCATE; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 620; Widths 33", 16½") (Black Ink 21,000; Color 300) (Presses 1-Cp, 4-G-wut, 1-Ky, 1-Kl, 2-Da; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 3; Punchers 1; Casters 2-El; Feeders 11-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbp, 1-G-t#) (Tyers 1-In)

WACO NEWS-TRIBUNE & TIMES HERALD; Type pg. 16¾" × 21¾"; Cols. 9 (Nwsprt. 3,496; Widths 33", 16½") (Black ink 108,000; Color 2,000) (Presses 10-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 10-L, 2-Lu; TTS 6; Punchers 3; Casters 2-El; Feeders 14-Ma) (Stereo-Mould'g 1-D, 1-G; Scorch'g 1-Al, 1-AP, 1-Si, 2-StH; Casting 1-D-t#, 1-G-hbfc)

WAXAHACHIE LIGHT; Type pg. 19" × 21"; Cols. 8 (Nwsprt. 120; Widths 35") (Presses 1-G-cot-wf; Controls 1-CW-ac) (Composing 3-I, 1-Lu; Casters 1-El) (Scorch'g 1-HM; Casting 1-EK-hbfc, 1-Flat plate shaver)

WICHITA FALLS TIMES & RECORD-NEWS; Type pg. 15⅞" × 22"; Cols. 8 (Nwsprt. 3,639; Widths 30") (Black ink 124,094; Color 1,066) (Presses 13-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 6) (Composing 13-L, 1-Lu; TTS 4; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP, 2-StH; Casting 1-D-t#, 1-StH-hbfc)

UTAH

LOGAN HERALD-JOURNAL; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 209; widths 32") (Black ink 8,200; Color 150) (Presses 3-D-wdt; Controls 1-GE-ac; Cut off 22¾"; Spot Colors 1) (Composing 2-I, 3-L, 1-Lu; Casters 1-M) (Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-sts, 1-D-sp, 1-D-t, 1-G-hbfc) (Tyers 1-Wt)

OGDEN STANDARD-EXAMINER; Type pg. 15 13/16" × 21¾"; Cols. 8 (Nwsprt. 1,719; Widths 32") (Black ink 49,280; Color 2,197) (Presses 8-D-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 10-L, 2-Lu; Casters 2-El, 1-M; Feeders 2-Jo, 4-Lw, 11-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-HM, 1-StH; Casting 1-G-t#, 1-D-t)

PROVO HERALD; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 678; Widths 32") (Black ink 16,040; Color 350) (Presses 6-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 4) (Composing 7-L, 1-Lu; TTS 2; Casters 1-El; Feeders 6-Lw, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G; Scorch'g 1-Ha; Casting 1-G-t#, 1-Hm-EK, 1-StH, 1-SE-hbp, 1-No) (Tyers 2-Wt)

SALT LAKE TRIBUNE & DESERET NEWS-TELEGRAM; Type pg. 15 11/16" × 20¾"; Cols. 8 (Nwsprt. 21,000; Widths 82", 46½", 31", 60", 58", 45", 30") (Black Ink 715,250; Color 82,000) (Presses 8-G-wus, 7-H-wus, Color 8-G; Controls 1-CW-ac, 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 3-I, 31-L, 3-Lu; Casters 3-El, 1-M; Feeders 13-Lw, 26-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-LE-dp; Scorch'g 3-StH; Casting 2-H, 3-W-hdp) (Tyers 1-SP, 4-Gr)

VERMONT

BARRE TIMES; Type pg. 18" × 21¾"; Cols. 9 (Nwsprt. 251; Widths 36¼", 18¾") (Presses 2-H-wds; Controls 1-GE-ac) (Composing 6-L; TTS 2; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbp, 1-H-hbfc)

BENNINGTON BANNER; Type pg. 17½" × 22¾"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 70") (Black ink 2,735) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-Ha-hbp)

BRATTLEBORO REFORMER; Type pg. 15.562" × 21"; Cols. 8 (Nwsprt. 221; Widths 32") (Black ink 6,500) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbp#) (Tyers 1-Wt)

BURLINGTON FREE PRESS; Type pg. 17 7/12" × 22"; Cols. 9 (Nwsprt. 1,381; Widths 69", 51¾", 34½") (Black ink 28,059; Color 305) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 5; Punchers 6; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ir, 1-StH; Casting 2-G-hbfc#, 1-H-hbdt) (Tyers 1-Gr)

BURLINGTON NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 300; Widths 16¾", 33¾") (Black Ink 9,500) (Presses 3-D-wut; Controls 1-GE-ac; Cut off 21½") (Composing 5-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-D; Casting 1-D-hbp-hbfc-t, 1-OS-hds) (Tyers 1-Gr)

MONTPELIER ARGUS; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 130; Widths 70") (Black ink 2,250) (Presses 1-G-wf) (Composing 3-I, 1-L, 1-Lu; TTS 1) (Engrav. FSpe) (Casting 1-Ha-hbfc)

NEWPORT EXPRESS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 92; Widths 70", 52¾", 35") (Black ink 2,820) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Feeders 4-Ke) (Engrav. pc) (Casting 1-Ha-hbfc)

RUTLAND HERALD; Type pg. 16.322" × 21.563"; Cols. 8 (Nwsprt. 872; Widths 66", 49½", 33") (Black ink 25,000) (Presses 3-H-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-H-hbp-hbfc) (Tyers 1-Gr)

ST. JOHNSBURY CALEDONIAN-RECORD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 115; Widths 35", 52½", 70") (Black ink 4,200) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22½") (Composing 3-I, 1-Lu, 1-L; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 5-Ma) (Engrav. pc) (Casting 1-EK-hbp)

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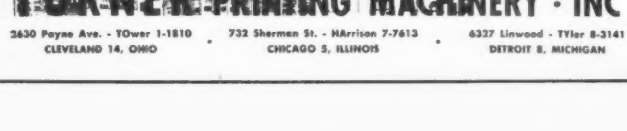

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MECHANICAL EQUIPMENT—Continued

VIRGINIA

ALEXANDRIA GAZETTE & ARLINGTON NORTHERN VIRGINIA SUN; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 750; Widths 16", 32") (Black Ink 24,000) (Presses 1-D-wut; Controls GE-ac; Cut off 21½") (Composing 5-I, 1-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-No; Casting 1-Ha-hbfc, 1-H-hbp)

BRISTOL HERALD COURIER & VIRGINIA-TENNESSEAN; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 1,400; Widths 64", 48", 32") (Black ink 54,000; Color 600) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp) (Tyers 1-Wt)

CHARLOTTESVILLE PROGRESS; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 720; Widths 15½", 31") (Black ink 20,000) (Presses 10-D&G-wut; Controls 1-CW-ac; Cut off 23 9/16") (Composing 2-I, 9-L; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-sts-t#, 1-EK-hbfc)

CLIFTON FORGE REVIEW; Type pg. 15¾" × 20½"; Cols. 8 (Nwsprt. 40; Widths 49½", 66") (Black Ink 1,000) (Presses 1-G-wf; Cut off 22½") (Composing 3-L) (Casting 1-EK-hbfc)

COVINGTON VIRGINIAN; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 184; Widths 30") (Black Ink 6,226; Color 45) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G-t, 1-Ha-sts)

DANVILLE REGISTER & BEE; Type pg. 15" × 22¾"; Cols. 8 (Nwsprt. 1,500; Widths 30", 45", 60") (Black ink 50,000) (Presses 3-S-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 11-L, 2-Lu; Casters 1-M, 1-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-W-sp)

FREDERICKSBURG FREE LANCE-STAR; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 360; Widths 34", 17¾") (Black ink 10,200) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 7-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#, 1-Ha-hbfc)

HARRISONBURG NEWS-RECORD; Type pg. 16 1/3" × 20½"; Cols. 8 (Nwsprt. 540; Widths 17", 34") (Black ink 23,300; Color 300) (Presses 1-G-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-D; Casting 1-Gt, 1-Ha-hbp)

LYNCHBURG NEWS & ADVANCE; Type pg. 15 1/16" × 21½"; Cols. 8 (Nwsprt. 2,019; Widths 61", 45¾", 30") (Black ink 67,525) (Presses 4-S-wus; Controls 1-CE-ac, 1-CH-ac; Cut off 22¾") (Pre-Reg. 2-StH) (Composing 2-I, 12-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El) (Engrav. 2FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-St-H; Casting 2-W-sp, 1-No-hbp, 1-No, 1-StH) (Tyers 2-Wt)

MARTINSVILLE BULLETIN; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 443; Widths 34", 17") (Black ink 14,400) (Presses 4-D-wdt; Controls CW-ac; Cut off 22¾") (Composing 7-L, 2-Lu; Casters 1-El, 1-Ur; Feeders 4-Ke, 1-Lw, 5-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 2-FOS; Casting D-hbp-t#, EK-hbfc)

NEWPORT NEWS PRESS & TIMES HERALD; Type pg. 16¼" × 21"; Cols. 9 (Nwsprt. 4,938.7; Widths 34", 51", 68") (Black ink 197,273; Color 1,560) (Presses 5-H-wus; Conrols 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 15-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 20-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 2-StH; Casting 1-EK-hbfc, 2-W-sp-hdp#) (Tyers 6-Gr)

NORFOLK LEDGER-DISPATCH & VIRGINIAN PILOT & PORTSMOUTH STAR; Type pg. 14¾" × 22"; Cols. 8 (Nwsprt. 21,949; Widths 60", 45", 30", 15") (Presses 8-G-wus, 8-S-wus; Controls 1-CW-ac, 1-CH; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-W) (Composing 6-I, 34-L, 3-Lu, 5-M; TTS 4; Casters 7-M; Feeders 51-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 2-FOS, 3-StH; Casting 2-W-hds, 1-W-sp-#, 2-EK-hbfc, 2-W-jr#)

PETERSBURG PROGRESS-INDEX; Type pg. 16¾" × 21¾"; Cols. 9 (Nwsprt. 1,072; Widths 68", 51", 34") (Black ink 40,000) (Presses 4-G-wus; Controls 10-CH-ac; Cut off 22¾") (Composing 9-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El; Feeders 11-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

HOPEWELL NEWS; Type pg. 16 7/16" × 21¾"; Cols. 8 (Nwsprt. 119; Widths 33⅜", 49½", 66½") (Black ink 3,600) (Presses 1-G-wds; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L, 1-Lu, 1-M; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

PULASKI SOUTHWEST TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 115; Widths 52½", 70") (Black ink 5,000) (Presses 1-G-wf; Cut off 21¾") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-G-hbp-hbfc)

RADFORD NEWS-JOURNAL; Type pg. 16" × 20"; Cols. 8 (Widths 34", 51") (Presses 1-D-wus; Controls 1-CH-ac; Cut off 21¾") (Composing 4-L, 1-Lu; TTS 2; Casters 1-El; Feeders 6-Ma) (Stereo-Mould'g 1-H; Scorch'g 1-St; Casting ha-hbp, H)

RICHMOND TIMES-DISPATCH & NEWS LEADER; Type pg. 15 3/16" × 21¾"; Cols. 8 (Nwsprt. 26,500; Widths 60", 45", 30") (Black ink 805,000; Color 14,400) (Presses 16-H-wus; Controls 3-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 32-I, 2-Lu, 2-M; Casters 4-M; Feeders 40-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 3-StH; Casting 1-H-hbfc, 3-W-jr, 1-W-sts, 1-W-hds#) (Tyers 2-SP)

ROANOKE TIMES & WORLD NEWS; Type pg. 15 29/32" × 21 15/16"; Cols. 8 (Nwsprt. 6,705; Widths 64½", 48", 32", 16") (Black ink 211,463) (Presses 6-G-wus, Color G-Cap; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 20-L, 2-Lu, 1-M; Casters 2-El, 2-M; Feeders 27-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-Le-dp; Scorch'g 1-FOS, 1-If, 3-StH; Casting 2-W-hdp#)

STAUNTON LEADER & NEWS-LEADER; Type pg. 17½" × 21¾"; Cols. 9 (Nwsprt. 473; Widths 36", 18¼") (Black ink 17,000) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-He; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Gr)

SUFFOLK NEWS-HERALD; Type pg. 16¼" × 21¾"; Cols. 8 (Nwsprt. 230; Widths 17", 34") (Black ink 9,654) (Presses 1-S-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 4; Punchers 5; Casters 1-El; Feeders 2-Ma, 5-Jo) (Stereo-Mould'g 1-W-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-EK-hbfc)

WAYNESBORO NEWS-VIRGINIAN; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 412; Widths 33", 15½") (Black ink 8,587; Color 435) (Presses 4-D-wut, Color Ellee Port. Fount; Controls 1-GE-ac; ROP Colors 3; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ke, 1-Lw, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-No; Casting 1-G-t#, 1-H-hbfc)

WINCHESTER STAR; Type pg. 16" × 21"; Cols. 8 (Nwsprt. widths 34", 17") (Black ink 11,250) (Presses 4-D-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r 1-D-dp; Scorch'g 1-AP, 1-No; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

WASHINGTON

ABERDEEN WORLD; Type pg. 15 3/16" × 21"; Cols. 8 (Nwsprt. 690; Widths 31", 15½") (Black ink 22,000; Color 225) (Presses 2-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-Lu; TTS 2; Casters 1-El; Feeders 1-I, 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-H-hbfc)

ANACORTES AMERICAN BULLETIN; Type pg. 15¾" × 20½"; Cols. 8 (Nwsprt. 30; Widths 33¾", 50¾", 67½", 83½") (Black Ink 900) (Presses 1-D-wf; Cut off 22¾") (Composing 1-I, 2-L; Casters 1-BN; Feeders 2-I, 1-Lw) (Engrav. FSpe) (Casting 1-EK-hbfc)

BELLINGHAM HERALD; Type pg. 17½" × 22¾"; Cols. 9 (Nwsprt. 974) (Black ink 34,420; Color 980) (Presses 1-H-wus-color convertible; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 4) (Composing 9-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 3-Ke, 6-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-W-sts-sp) (Tyers 2-Gr)

BREMERTON SUN; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 1,013; Widths 31½", 15¾") (Black ink 39,839; Color 412) (Presses 2-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 1-L, 1-Lu; Casters 1-El; Feeders 3-I, 1-Lw, 5-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-H-hbfc) (Tyers 1-Gr)

CENTRALIA-CHEHALIS CHRONICLE; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 348; Widths 15¾", 30½") (Black ink 19,000; Color 350) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-Lw, 3-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t, 1-SE-hbp)

ELLENSBURG RECORD; Type pg. 16 9/16" × 20½"; Cols. 8 (Nwsprt. 105; Widths 35", 52½", 70") (Presses 1-Cp-sf, 1-D-wf, 1-Ky-sf, 1-Me-sf) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-L) (Engrav. pc, FSpe) (Casting 2-A-hbfc)

EPHRATA GRANT COUNTY JOURNAL; Type pg. 17" × 20"; Cols. 8 (Nwsprt. 72; Widths 35", 52", 70") (Black ink 4,800) (Presses 1-G-wf, 1-Kl, 1-Me; Controls 1-GE-ac; Cut off 21½", 20") (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-EK-hbp)

(Continued on Page 294)

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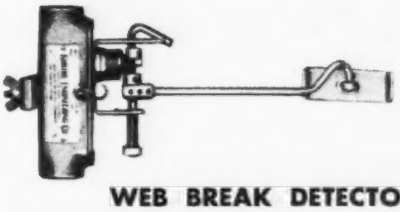

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 293)

EVERETT HERALD; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 1,627; Widths 62½", 46⅝", 31¼") (Black ink 81,916; Color 2,107) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 8-L, 2-Lu; TTS 5; Punchers 3; Casters 1-El, 1-M; Feeders 15-Be) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-HM, 2-StH, 1-Ir; Casting 1-Ek-hbfc, 1-W-hdp) (Tyers 2-Wt)

LONGVIEW NEWS; Type pg. 15 3/16" × 21⅛"; Cols. 8 (Nwsprt. 835; Widths 30¾", 15⅝") (Black ink 27,000; Color 300) (Presses 8-D-wds; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 3-Ke, 8-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ir, 1-StH; Casting 1-D-t#, 1-H-hbfc)

MOSES LAKE COLUMBIA BASIN HERALD; Type pg. 15 11/16" × 22"; Cols. 8 (Nwsprt. 200; Widths 32", 48", 64") (Black ink 4,500; Color 125) (Presses 3-H-wds; Controls 1-Wg-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 3-I, 1-L, 1-Lu; TTS 1; Punchers 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-Ir, 1-StH; Casting 1-EK-hbp, 1-W-hdp#, 1-G-hbp)

MOUNT VERNON SKAGIT VALLEY HERALD; Type pg. 15" × 20½"; Cols. 8 (Nwsprt. 200; Widths 61", 45¼", 30½", 15¼") (Black ink 6,800) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-Ha-hbfc)

OLYMPIA OLYMPIAN; Type pg. 15 9/16" × 21 17/32"; Cols. 8 (Nwsprt. 470.5; Widths 31½") (Black Ink 18,261; Color 781) (Presses 6-G-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-Jo, 3-Lw, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting G-t#, 1-Ha-hbfc)

PASCO-KENNEWICK COLUMBIA BASIN NEWS; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 485; Widths 64", 48", 32") (Black Ink 17,219; Color 210) (Presses 1-G-wds; Controls 1-CE-ac; Cut off 21½") (Composing 1-I, 4-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 2-Lw, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, Ha-hbfc, H-hbp)

PASCO, KENNEWICK, & RICHLAND TRI-CITY HERALD; Type pg. 15⅞" × 22"; Cols. 8 (Nwsprt. widths 64") (Presses 5-S-wus; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 2-I, 4-L, 2-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-W-sp#)

PORT ANGELES NEWS; Type pg. 15 1/16" × 21⅝"; Cols. 8 (Nwsprt. 183; Widths 31") (Black ink 7,378) (Presses 1-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-sts-t, 1-Ha-hbfc)

SEATTLE POST INTELLIGENCER; Type pg. 14¾" × 20"; Cols. 8 (Presses 16-S-wus, Color 1-H-wds; Controls 1-CW-ac, 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 25-I, 19-L, 3-Lu; Casters 3-El, 1-HM; Feeders 2-I, 40-Lw, 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 1-Al, 4-StH; Casting 1-H-hbp-2-hbfc#, 2-W-jr-1sts-1hds) (Tyers 3-SP)

SEATTLE TIMES; Type pg. 14 15/16" × 22 13/16"; Cols. 8 (Nwsprt. widths 60", 58½", 45", 43½", 30", 15") (Presses 24-G-wus, Color 1-G-wds; Controls 3-CW-ac; Cut off 24"; Color 21½"; ROP Colors 3) (Composing 32-I, 8-L, 3-Lu; Casters 1-M, 2-El, 1-T; Feeders 2-El, 32-I, 3-Lu, 8-Ma, 1-M, 1-T) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 2-HM, 1-Sm, 4-StH; Casting 1-G-hbp, 2-G-hbfc#, 1-StH-hbfc, 3-W-jr, 1-W-sts, 1-W-hds, 2-W#) (Stuffing 1-She-8; Tyers 3-Wal)

SPOKANE CHRONICLE & SPOKESMAN-REVIEW; Type pg. 15" × 22"; Cols. 8; 4 pt. rule (Nwsprt. widths 60½", 45⅝", 30¼") (Presses 9-G-wus, 2-EE; Color 10-H-wds; Controls 4-GE-dc, 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 9-I, 15-L, 3-M; Casters 3-M; Feeders 2-I, 22-Ma) (Pre-Reg. 1-StH, 1-W) (Engrav. pc) (Stereo-Mould'g 2-LE-dp; Scorch'g 1-ER, 1-Sm, 3-StH; Casting 1-Ha-hbfc, 2-W-hdp#) (Stuffing 4-She-5; Tyers 1-SP)

TACOMA NEWS-TRIBUNE; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 8,640; Widths 63", 47¼", 31½", 30") (Black ink 337,060; Color 11,713) (Presses 12-H-wus; Controls 4-CH-ac, 1-WE-ac; ROP Colors 3) (Composing 21-I, 1-M; Casters 1-El, 1-M; Feeders 24-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 2-Ir, 3-StH, 1-St; Casting 2-StH-hbfc#, 2-W-hdp#) (Tyers 6-Gr)

VANCOUVER COLUMBIAN; Type pg 15 3/16" × 22½"; Cols 8 (Nwsprt 794; Widths 60") (Black ink 27,060; Color 741) (Presses 4-H-wds; Cut off 24"; ROP Colors 3) (Composing 4-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El, 1-M; Feeders 3-I, 2-KC, 5-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-G-hbp, 1-H-hbfc)

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WALLA WALLA UNION BULLETIN; Type pg. 14 15/16" × 21⅛"; Cols. 8 (Nwsprt. 881; Widths 30", 15") (Black ink 29,520; Color 1,400) (Presses 8-D-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-Lu, 8-L; TTS 3; Punchers 3; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#) (Tyers 3-Wt)

WENATCHEE WORLD; Type pg. 17¼" × 21¾"; Cols. 9 (Nwsprt. 715½; Widths 68", 51", 34") (Black ink 23,546; Color 381¼) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ir, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 3-Gr)

YAKIMA HERALD & REPUBLIC; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 2,000; Widths 15", 27½", 30") (Black ink 86,860; Color 3,852) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-I, 2-Lu; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 8-I, 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-MAN-dp; Scorch'g 1-Al, 1-StH; Casting 1-G-hfc, 1-W-hdp#) (Tyers 1)

WEST VIRGINIA

BECKLEY POST-HERALD & RALEIGH REGISTER; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 1,400; Widths 15¼", 31½") (Black ink 44,000; Color 200) (Presses 1-CP-sf, 4-G-wds, Ju-5; 1-Ky-sf, 1-Ki-sf; 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 3; Punchers 5; Casters 1-El; Feeders 7-Ma, 3-Mo) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, JUS-4; 1-StH; Casting 1-Ha-hbfc, 1-W-hdp) (Tyers 1-Wt)

BLUEFIELD TELEGRAPH & SUNSET NEWS-OBSERVER; Type pg. 15 1/16" × 22 13/16"; Cols. 8 (Nwsprt. 1,740; Widths 30", 38", 45", 60") (Black ink 81,200; Color 425) (Presses 4-S-wus, Color att.; Controls 2-CH-dc; Cut off 23 9/16") (Composing 10-L, 1-Lu, 1-M; TTS 5; Casters 12-Ma, 1-M; Feeders 12-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-StH; Casting 1-Hm-hbp, 2-W-sp, 1-W-#)

CHARLESTON GAZETTE; Type pg. 15½" × 21¾"; Cols. 8 (Nwsprt. 7,200; Widths 64") (Black ink 300,000; Color 7,000) (Presses 6-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 16-L, 2-Lu; TTS 2; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 1-SP)

CHARLESTON MAIL; Type pg. 14¾" × 21¾"; Cols. 8 (Nwsprt. 4,510; Widths 60", 45", 30") (Black ink 175,000; Color 1,500) (Presses 7-S-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 18-L, 2-Lu; TTS 7; Punchers 5; Casters 1-El, 2-M; Feeders 7-L, 12-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp) (Tyers 3-SP)

CLARKSBURG EXPONENT & TELEGRAM; Type pg. 16½" × 20 5/16"; Cols. 8 (Nwsprt. 1,889; Widths 34", 51", 68") (Black ink 81,225; Color 800) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 2-I, 9-L, 2-Lu; Casters 1-El, 1-M; Feeders 1-I, 4-Ma, 10-Str) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-G-hbfc, 1-W-hdp) (Tyers 1-Wt)

FAIRMONT TIMES & WEST VIRGINIAN; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 918.5; Widths 32", 16") (Black ink 37,350) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 3; Casters 1-El; Feeders 1-Jo, 1-Ma, 8-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-Sd; Casting 1-D-t#, 1-Ha-hbfc)

HINTON NEWS; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 57; Widths 64") (Black ink 3,100) (Presses 1-S-sc; Controls 1-CE-ac; Cut off 22¾") (Composing 3-I, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-S-dp; Scorch'g 1-AP; Casting 1-G-hbp, 1-EK-hbp, 1-S-sts)

HUNTINGTON ADVERTISER & HERALD-DISPATCH; Type pg. 16⅛" × 22"; Cols. 9 (Nwsprt. 5,400; Widths 66", 49½", 33", 16¼") (Black ink 184,946) (Presses 4-W-wus; Controls CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 22-L, 2-Lu, 2-M; TTS 6; Punchers 5; Casters 1-El, 2-M) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-ER, 2-StH; Casting 2-W-sp#) (Tyers 1-Wt)

MARTINSBURG JOURNAL; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 360; Widths 34", 17") (Black ink 15,000) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP; Casting 1-Ha-hbp, 1-H-hbp)

MORGANTOWN DOMINION-NEWS & POST; Type pg. 17¼" × 21½"; Cols. 9 (Nwsprt. 800; Widths 34", 17") (Black Ink 36,300; Color 500) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 7-L, 1-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-hbp, 1-G-t) (Tyers 1-Gr)

MOUNDSVILLE ECHO; Type pg. 16 7/12" × 21¼"; Cols. 8 (Nwsprt. 48⅝; Widths 17", 34") (Presses 1-H-wds; Controls 1-Sp-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L; TTS 1; Punchers 1; Casters 1-BN; Feeders 1-BN, 1-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Casting 1-H-hbp, 1-H-hbfc)

PARKERSBURG NEWS-SENTINEL; Type pg. 15¾" × 22½"; Cols. 8 (Composing 1-I, 12-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El; Feeders 6-Lw, 8-Ma, 3-Sr) (FSpe) (Tyers 1-Gr)

WEIRTON TIMES; Type pg. 15 11/16" × 22"; Cols. 8 (Nwsprt. 259; Widths 64", 48", 32") (Black ink 9,025) (Presses 3-H-wus; Cut off 23 9/16") (Composing 4-I, 2-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-H-hbp, 1-H-hbfc)

WELLSBURG HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 30; Widths 35", 52½") (Black ink 1,000) (Presses 1-G-wf) (Scorch'g 1-HM; Casting 1-H-hbfc)

WHEELING INTELLIGENCER & NEWS-REGISTER; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 4,113; Widths 64", 48", 32") (Black ink 183,564; Color 1,050) (Presses 5-G-wus; Controls 1-CW-ac, 1-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 20-I, 2-L, 2-Lu; TTS 4; Casters 2-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-StH; Casting 1-W-sp#) (Tyers 2-Gr)

WILLIAMSON NEWS; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 385; Widths 33½") (Black ink 725; Color 25) (Presses 4-G-wut; Controls 1-Wg-dc) (Composing 1-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-t#, 1-EK-hbfc) (Tyers 1-Wt)

WISCONSIN

ANTIGO JOURNAL; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 150; Widths 23") (Presses 1-G-wus; Controls 1-CH-ac) (Composing 6-L; TTS 2; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp)

APPLETON POST-CRESCENT; Type pg. 14 15/16" × 22"; Cols. 8 (Nwsprt. 3,013; Widths 60", 45", 30") (Black ink 84,000; Color 1,931) (Presses 6-G-wus, Color G; Controls 1-CH-ac, 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 20-L, 1-M; TTS 5; Punchers 4; Casters 2-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha, 3-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 2-W-hdp#) (Tyers 1-Gr)

ASHLAND PRESS; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 79.2; Widths 17", 34¼") (Black ink 1,200) (Presses 1-H-wds; Controls 6-CH-ac; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; Casters 1-Un; Feeders 1-Lw; 5-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-Sd; Casting 1-EK-hbfc, 1-Ha-am, 1-H-hbp-sts-sp, 1-Mo, 1-Curtis saw, 2-Morrison)

BARABOO NEWS-REPUBLIC; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 110; Widths 66") (Black Ink 4,600) (Presses 1-G-wf) (Composing 3-L; TTS 1; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

BEAVER DAM CITIZEN; Type pg. 15¼" × 21 1/3"; Cols. 8 (Nwsprt. 160; Widths 31", 15½") (Black ink 5,600) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Feeders 2-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Sd; Casting 1-G-t#, 1-Ha-hbfc)

BELOIT NEWS; Type pg. 14.995" × 22"; Cols. 8 (Nwsprt. 980.59; Widths 30") (Black ink 36,700) (Presses 6-G-wus; Controls 2-CH-dc; Cut off 22¾"; ROP Colors 3) (Pre-Reg. 1-StH) (Composing 10-L, 1-Lu; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting EK-hbfc, G-am#) (Tyers 1-Gr)

CHIPPEWA FALLS HERALD-TELEGRAM; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 180; Widths 33½") (Black ink 9,000; Color 25) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbp-hbfc) (Tyers 1-Gr)

EAU CLAIRE LEADER & TELEGRAM; Type pg. 14 15/16" × 21 9/16"; Cols. 8 (Nwsprt. 1,100; Widths 31", 15½") (Black ink 44,000; Color 1,500) (Presses 3-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-WNU-hbp, 1-WNU-hbfc)

FOND DU LAC COMMONWEALTH REPORTER; Type pg. 15⅞" × 21½"; Cols. 8 (Nwsprt. 922; Widths 32") (Black ink 3,700; Color 135) (Presses 12-D-wdt; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 2-L, 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-G-hbfc) (Tyers 1-Gr)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

GREEN BAY PRESS-GAZETTE; Type pg. 14⅞" × 22½"; Cols. 8 (Nwsprt. 3,241; Widths 60", 45", 30") (Black ink 105,000; Color 1,742) (Presses 6-D-wus; Controls 2-CH-ac, ROP Colors 3) (Composing 3-I, 16-L, 2-Lu; Casters 2-El, 2-M; Feeders 23-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-LE-dp, 1-G-r; Scorch'g 2-AP, 1-Al, 2-StH; Casting 1-G-hbfc, 2-W-hdp) (Tyers 2-Gr)

JANESVILLE GAZETTE; Type pg. 17⅛" × 21¼"; Cols. 9 (Nwsprt. 1,159; Widths 33¼", 16¾") (Black ink 33,000; Color 325) (Presses 3-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-I, 2-Lu; TTS 3; Punchers 3; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Al, 1-StH; Casting 1-G-hbp-hbfc-t#) (Tyers 1-Gr)

KENOSHA NEWS; Type pg. 15 11/16" × 22 7/16"; Cols. 8 (Nwsprt. 1,120; Widths 62½", 46¾", 31¼", 15¾") (Black ink 41,070; Color 390) (Presses 5-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 12-L, 2-Lu, 1-M; Casters 1-El, 1-M; Feeders 17-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-sp#)

LA CROSSE TRIBUNE; Type pg. 17⅛" × 22¾"; Cols. 9 (Nwsprt. 2,004; Widths 67½", 50¾", 33¾") (Black ink 109,000; Color 1,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3))Pre-Reg. 1-StH) (Composing 11-L, 2-Lu; TTS 5; Punchers 3; Casters 2-El; Feeders 8-Ma, 2-Sr, 1-Str) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-ER, 1-Sd, 1-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 1-Gr)

MADISON CAPITAL TIMES & WISCONSIN STATE JOURNAL; Type pg. 14 5/6" × 22"; Cols. 8 (Nwsprt. 7,769; Widths 60", 45", 30") (Black ink 206,841; Color 5,984) (Presses 8-D-wus; Controls 1-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 20-L, 2-Lu; TTS 5; Punchers 4; Casters 2-El, 2-M; Feeders 18-Ma, 8-Str) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Au, 1-ER, 2-FOS, 2-StH; Casting 1-W-jr, 1-W-hds, 1-W-hdp) (Tyers 4-Wt)

MANITOWOC HERALD-TIMES; Type pg. 17½" × 22½"; Cols. 9 (Nwsprt. 950; Widths 70", 35") (Black ink 34,732; Color 220) (Presses 6-D-wdt, 3-G-wdt; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Wt)

MARINETTE EAGLE-STAR; Type pg. 16 3/5" × 21 2/5"; Cols. 8 (Nwsprt. 340) (Black ink 15,000; Color 500) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-G-hbfc) (Tyers 1-Sa)

MARSHFIELD NEWS-HERALD; Type pg. 15 11/12" × 21 13/16"; Cols. 8 (Nwsprt. 350; Widths 32") (Black ink 12,000; Color 150) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

MERRILL HERALD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 125; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 3-I, 2-Lap; TTS 2; Punchers 1; Casters 1-El) (Engrav. Ea) (Stereo-Mould'g 1-Ha; Casting 1-Ha-hbfc-sts)

MILWAUKEE JOURNAL; Type pg. 14¾" × 22"; Cols. 8 (Nwsprt. 85,234; Widths 61", 45¾", 30½") (Black ink 2,610,300; Color 406,570) (Presses 28-H-wus, Color 1-H-wds; Controls 5-CH-dc; Cut off 22¾"; Color 21½"; ROP Colors 4) (Photo-Elec. 4-EE; Pre-Reg. 1-StH) (Composing 25-I, 12-L, 3-Lu; Photo Composers 2-I; Casters 2-El, 3-M; Feeders 21-I, 16-Ma, 8-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dp, 1-LE-dp; Casting 3-W-am-hds#, 1-W-hbp-jr#) (Stuffing 2-She-5; Tyers 4-SP)

MILWAUKEE SENTINEL; Type pg. 14 15/16" × 20 7/16"; Cols. 8 (Nwsprt. 19,201; Widths 60", 45", 30") (Black ink 620,719; Color 31,880) (Presses 10-S-wus, 3-H-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 3-I, 27-L, 2-Lu, 3-M; Casters 2-El) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 3-StH; Casting 2-W-hbp, 1-W-hbdt, 2-jr#) (Tyers 2-Wal)

MONROE TIMES; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 103; Widths 35", 52½", 70") (Black Ink 2,000) (Presses 1-G-wf; Controls CH-ac) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp) (Tyers 1-BST)

NEENAH TWIN CITY NEWS-RECORD; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 100; Widths 34", 51", 68") (Black ink 2,000) (Presses 1-G-wf) (Composing 4-L; Feeders 4-Ma) (Casting 1-EK-hbp)

OSHKOSH NORTHWESTERN; Type pg. 15¾" × 21 9/16"; Cols. 8 (Nwsprt. 1,050; Widths 62", 46½", 31") (Black ink 40,000; Color 450) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 5; Punchers 5; Casters 1-El, 2-Mo; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-ER, 2-StH; Casting 1-G-hbp, 3-G-hbfc, 1-W-hbp, 1-W-sp, 1-W-hdp#) (Tyers 1-Gr)

PORTAGE REGISTER; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 35", 52½", 70") (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22½") (Composing 4-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Ma, 4-Str) (Engrav. Klg) (Casting 1-EK-hbfc, Morrison, Ha-rad. router, Planeo-Plate planer) (Tyers 1-BST)

RACINE JOURNAL-TIMES & BULLETIN; Type pg. 15¼" × 21¾"; Cols. 8 (Nwsprt. 2,544½; Widths 32", 16") (Black ink 68,660; Color 2,581) (Presses 12-G-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 2-Lu; Casters 1-El, 1-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-H-hbfc, 1-D-t#, 1-G-hbp-hbfc) (Tyers 4-Gr)

RHINELANDER NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 115; Widths 35", 52½"; 70") (Black ink 3,600) (Presses 1-D-wf; Controls 1-Wa-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Scorch'g 1-FOS; Casting 1-Ha-hbfc)

SHAWANO LEADER; Type pg. 15¼" × 21¼"; Cols. 8 (Nwsprt. 125; Widths 32½") (Black Ink 5,550; Color 25) (Presses 1-CD-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 4-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-D; Casting 1-D-t, 1-G-hbfc)

SHEBOYGAN PRESS; Type pg. 15½" × 22 1/16"; Cols. 8 (Nwsprt. 1,769; Widths 62") (Black ink 79,923; Color 787) (Presses 5-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 4-L, 2-M; Casters 1-El, 1-M; Feeders 1-Lw, 14-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 2-W-sp#, 1-G-hbfc) (Tyers 1-Gr)

STEVENS POINT JOURNAL; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 260; Widths 34", 17¼") (Black ink 6,000) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

SUPERIOR TELEGRAM; Type pg. 15½" × 20¾"; Cols. 8 (Nwsprt. 972; Widths 62") (Black ink 34,897; Color 922) (Presses 3-H-wus, 1-G-wds; Controls 1-Ch-ac; Cut off 21½"; ROP Colors 3) (Composing 3-I, 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Mo, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Sd, 1-StH; Casting 1-W-hdp#) (Tyers 2-Gr)

WATERTOWN TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 35", 52¾", 70") (Black ink 4,353) (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. Klg) (Scorch'g 1-Ha; Casting 1-EK-hbp)

WAUKESHA FREEMAN; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 375.8; Widths 30") (Presses G-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 5; Casters 1-El; Feeders 6-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha) (Tyers 1-Gr)

WAUSAU RECORD-HERALD; Type pg. 15⅝" × 21¾"; Cols. 8 (Nwsprt. 1,006; Widths 31½", 15¾") (Black ink 3,206; Color 450) (Presses 8-D-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 1-Jo, 11-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

WISCONSIN RAPIDS TRIBUNE; Type pg. 17½" × 22"; Cols. 9 (Nwsprt. 300; Widths 35⅝", 17⅞") (Black ink 9,000) (Presses 4-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 2-I, 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 2-I, 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-AP; Casting 1-G-hbp, 1-Ha-hbfc)

WYOMING

CASPER TRIBUNE-HERALD & STAR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 1,000; Widths 33") (Black ink 67,500; Color 600) (Presses D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-Ha-hbfc)

CHEYENNE WYOMING EAGLE & WYOMING STATE TRIBUNE; Type pg. 10¼, 16½" × 16", 20½"; Cols. 5, 8 (Nwsprt. 838; Widths 66", 49½", 33", 16½") (Black ink 42,000; Color 500) (Presses 3-H-wus; Controls 1-CE-ac; Cut off 21½"; ROP Colors 1) (Composing 2-I, 8-L, 1-Lu; Casters 1-El, 1-M; Feeders 1-I, 6-Ke, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbdt, 1-H-hbfc#)

LARAMIE DAILY BOOMERANG; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 128; Widths 16½", 33") (Black ink 500; Color 40) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-M; Feeders 5-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc)

RAWLINS TIMES; Type pg. 10¼" × 16 3/16"; Cols. 5 (Nwsprt. 90; Widths 34", 51") (Black ink 1,800; Color 30) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

ROCK SPRINGS ROCKET-MINER; Type pg. 16" × 22"; Cols. 8 (Nwsprt. widths 65", 48¾", 32½") (Black ink 6,000; Color 250) (Presses 4-H-wds, Color H-wds; Controls 1-SP-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 4-I, 1-L; Casters 1-El; Feeders 5-D) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-Ha; Casting 1-Ha-hbfc, 1-G-hbp-hds) (Tyers 1-Wt)

SHERIDAN PRESS; Type pg. 16 9/16" × 21¼"; Cols. 8 (Nwsprt. 200; Widths 34") (Black Ink 5,000; Color 200) (Press Controls GE-ac) (Composing 1-I, 5-L, 1-Lu; TTS 2; Punchers 1) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g D; Casting D-t#)

WORLAND NORTHERN NEWS; Type pg. 10¾" × 16"; Cols. 5 (Nwsprt. 90; Widths 17", 34", 51") (Black ink 2,000; Color 100) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 22½") (Pre-Reg. 1-StH) (Composing 3-L, 1-Lu; Feeders 4-Ma) (Stereo-Mould'g 1-OS-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-H-hbp, 1-StH#) (Tyers 1-Wt)

CANADA

ALBERTA

CALGARY ALBERTAN; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 2,102; Widths 64", 48", 32") (Black ink 57,500; Color Ink 4,900) (Presses 1-G, 1-H, Color H; ROP Colors 2) (Composing 4-I, 5-L, 2-Lu, 1-M; TTS 3; Punchers 2; Casters 1-M; Photo-Comp. 2-Ph) (Engrav. 1-pc) (Stereo-Mould'g 1-G-r, 1-H-r, 1-LE-dp; Scorch'g 1-H, 1-Ir; Casting 1-G-hbdt-hds-sp#, 2-StH)

CALGARY HERALD; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 5,771; Widths 64½") (Black ink 235,491) (Presses 8-H-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu, 1-M; TTS 6; Punchers 5; Casters 1-El, 1-Ma, 2-M; Feeders 23-Ma) (Engrav. 2-Klg) (Stereo-Mould'g 1-D-r, 1-Cbt-dp; Scorch'g 1-Sd, 2-StH, 1-Tt; Casting 2-H-hbfc, 2-W-sp#)

EDMONTON JOURNAL; Type pg. 15⅝" × 22½"; Cols. 8 (Nwsprt. 8,900; Widths 62", 46½", 31", 30") (Presses 12-H-wus, Color 4½-S-wds; Controls 4-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 4-I, 19-L, 4-Lu; TTS 5; Punchers 7; Casters 1-El, 2-M; Feeders 23-Ma, 2-I, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 2-D-r, 1-Cbt-dp; Scorch'g 1-Al, 1-AP, 2-StH; Casting 2-W-hdp#-1-jr-1-sts)

LETHBRIDGE HERALD; Type pg. 15 15/16" × 21 5/16"; Cols. 8 (Nwsprt. 772; Widths 32") (Black ink 22,474) (Presses 4-D-wdt, 4-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 6-Lg, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc)

MEDICINE HAT NEWS; Type pg. 16½" × 22 3/16"; Cols. 8 (Nwsprt. 180; Widths 33") (Black ink 6,000) (Presses 2-G-wds; Controls 2-GE-ac; Cut off 23 9/16") (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-HM, 1-StH; Casting 1-G-hbfc, 1-W-jr)

BRITISH COLUMBIA

KAMLOOPS SENTINEL; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. widths 31", 15½") (Presses 1-CP, 1-D-wut, 1-Le, 1-Mi, 1-Hi; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. 1-Klg.) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t, 1-Ha-hbfc)

KITIMAT NORTHERN SENTINEL; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 35; Widths 70", 52½", 35") (Black Ink 600) (Presses G-wf; Cut off 22½") (Composing L-L; Casters 1-Lu, 1-El; Feeders 3-Ke, 1-L) (Engrav. FSpe) (Casting 1-hbfc)

NANAIMO FREE PRESS; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 390; Widths 33") (Presses 6-D-wut; Controls 1-Wg-ac; Cut off 21½") (Composing 2-I, 5-Lg, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-EK-hbfc, 1-Ha-hbfc)

NELSON NEWS; Type pg. 15 7/12" × 20¾"; Cols. 8 (Nwsprt. 247; Widths 32½", 16¼") (Black ink 7,896; Color 478) (Presses 3-G-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 2) (Composing 4-L, 1-Lu; Casters 1-El) (Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp-hbdt)

NEW WESTMINSTER BRITISH COLUMBIAN; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 700; Widths 63½") (Black ink 12,000; Color 1,000) (Presses 2-H-wus; Cut off 21½"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 5-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp-hbfc)

TRAIL TIMES; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 145; Widths 22½") (Black ink, 6,150; Color 125) (Presses 1-G-wus; ROP Colors 1) (Composing 5-L; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Be, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp, 1-EK-hbfc)

VANCOUVER PROVINCE; Type pg. 15 3/16" × 22¾"; Cols. 8 (Nwsprt. 13,457; Widths 60") (Black ink 448,579; Color 34,279) (Presses 14-H-wus, Color H-wus; Controls 1-GE-ac, 2-CH-dc; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Composing 31-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 3-M; Feeders 36-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-dp; Scorch'g 2-Al, 2-StH; Casting 2-W-jr-sts#) (Tyers 2-Wal)

VANCOUVER SUN; Type pg. 15 3/16" × 22¾"; Cols. 8 (Nwsprt. 22,300; Widths 60") (Black ink 885,790; Color 49,714) (Presses 14-S-wus, Color 1-H-wus; Controls 3-CW-ac, 1-Sp-ac; Cut off 23 9/16", Color 22¾"; ROP Colors 3) (Photo Elect. 2-EE) (Composing 20-I, 11-L, 3-Lu; TTS 4; Casters 2-El, 2-M; Feeders 38-Ma) (Stereo-Mould'g 1-G-r, 1-H-r, 1-OS-dp; Scorch'g 2-Al, 3-StH; Casting 2-W-jr-1-hds-1-sp#) (Stuffing 1-She-4; Tyers 4-Wal, 1-Gr)

VICTORIA COLONIST & TIMES; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 3,800; Widths 15", 15¾", 31½", 47¾", 63") (Black ink 150,000; Color 16,000) (Presses 5½-G-wus-wds, Color 4½-G-wds-wus; Controls 3-GE-ac; Cut off 23 9/16", Color 21½"; ROP Colors 2) (Composing 9-I, 11-L, 2-Lu, 2-M; TTS 2; Casters 1-El, 2-M; Feeders 27-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-HM, 2-StH; Casting 1-StH-hbfc, 2-W-sp#) (Tyers 1-Wt)

MANITOBA

BRANDON SUN; Type pg. 15" × 22½"; Cols. 8 (Nwsprt. 339; Widths 30½") (Presses 1½-G-wds; Controls 1-CW-ac; Cut off 23 9/16") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-W; Scorch'g 1-Ha; Casting Ha-hbfc, W-sp)

FLIN FLON REMINDER (photographic offset); Type pg. 8½" × 12½"; Cols. 4, each 2 1/16".

PORTAGE LA PRAIRIE GRAPHIC; Type pg. 14½" × 21"; Cols. 7 (Nwsprt. 35½", Widths 31", 46½", 62") (Black ink 600; Color 27) (Presses 1-Go, 1-G, 1-Me, 1-R, 1-VA, Color 1-G; Controls GE-ac, Ki-ac; ROP Colors 1) (Composing 3-L, 2-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-am, 1-Ha-hds)

WINNIPEG FREE PRESS; Type pg. 15 11/16" × 22¾"; Cols. 8 (Nwsprt. 12,698; Widths 64", 48", 42¾", 32") (Presses 10-G, 4-H, 7-S, Color 1-H, G, S; Controls 7-CW-ac, 10-CW-dc, 1-K-dc; Cut off 23 9/16"; ROP Colors 2) (Pre-Reg. 1-W) (Composing 12-I, 9-L, 2-Lu; TTS 4; Punchers 7; Casters 2-El: Feeders 25-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 1-Ir, 2-StH; Casting 2-H-hbdt, 2-Km, 1-StH-hbfc, 2-W-jr-1-sts-1-hds-2#)

WINNIPEG TRIBUNE; Type pg. 15 15/16" × 22½"; Cols. 8 (Nwsprt. 6,195; Widths 64¾", 48¾", 32¼", 29") (Black ink 213,922; Color 26,392) (Presses 7-G-wus, Controls 1-GE-dc; Cut off 23 9/16") (Composing 12-I, 7-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 23-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-HM, 2-StH; Casting 1-StH-hbp#, 1-G-auto. color, 1-G-avt.-black) (Tyers 1-Wal, 3-Gr)

NEW BRUNSWICK

MONCTON TIMES & TRANSCRIPT; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. widths 32") (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbfc-t#, 1-G) (Tyers 2 Cord)

SAINT JOHN TELEGRAPH-JOURNAL & TIMES-GLOBE; Type pg. 16" × 22"; Cols. 8 (Nwsprt. widths 32", 48", 64") (Presses 4-H-wus; Controls 1-CH-ac, 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 3-I, 12-L, 2-Lu; TTS 3; Punchers 3; Casters 2-M; Feeders 3-I, 11-Ke, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 3-H-hbfc, 1-H-am)

NEWFOUNDLAND

CORNER BROOK WESTERN STAR; Type pg. 16½" × 21 1/3"; Cols. 8 (Nwsprt. 145; Widths 68", 51", 34") (Presses 2-H-wus; Controls 1-CH; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 4-L, 2-Lu; Punchers 1; (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-H-t) (Tyers 1-Wt)

ST. JOHN'S TELEGRAM; Type. pg. 15" × 21⅛"; Cols. 8 (Nwsprt. 1,200; Widths 30", 45", 60") (Black ink 31,180) (Presses 2-H-wus; Controls 2-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 11-Ma) (Engrav. 2-Klg) (Stereo-Mould'g 1-Trumax-dp, 1-H-r; Scorch'g 2-StH; Casting 2-Ha-hbp, 1-StH-hbfc#, 2-W-sp-1-sts)

(Continued on Page 296)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 295)

NOVA SCOTIA

AMHERST NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 930; Widths 70", 52½") (Black Ink 3,600) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 21½) (Casting 1-Cal-hbfc, 1-H-hbfc)

HALIFAX MAIL-STAR & CHRONICLE-HERALD; Tyype pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 6,857; Widths 63", 47¼", 31½") (Black ink 188,780; Color 9,993) (Presses 6-H-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 16-L, 2-Lu, 3-M; TTS 2; Casters 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 3-StH; Casting 1-H-hbp, 2-W-hdp#) (Tyers 1-Gr, 1-Wal)

NEW GLASGOW NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 262; Widths 34", 17") (Black ink 3,000; Color 100) (Presses 1-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 9-L, 1-Lu; Casters 1-M; Feeders 8-Ke, 3-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-H-hbfc)

ONTARIO

BELLEVILLE ONTARIO-INTELLIGENCER; Type pg. 94 Ems × 20"; Cols. 8 (Nwsprt. 492; Widths 64", 48", 32") (Black Ink 20,240) (Presses 1-G; Controls 1-GE-ac) (Composing 10-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 10-Ke, 1-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-Ha-hbfc, 1-EK, 1-G)

BRANTFORD EXPOSITOR; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 1,200; Widths 31") (Black Ink 34,873; Color 775) (Presses 12-G-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 10-L, 2-Lu; TTS 2; Casters 2-El; Feeders 19-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH, 2-FOS; Casting 1-G-t#)

BROCKVILLE RECORDER & TIMES; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 240; Widths 33", 16½") (Presses 4-D-wut; Controls 1-GE-ac) (Composing 7-L, 2-Lu; Casters 1-El; Feeders 8-Ke; TTS 1; Punchers 1) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp, 1-D-hbfc, 1-D-t)

CHATHAM NEWS; Type pg. 16¾" × 21¾"; Cols. 9 (Nwsprt. 703.9; Widths 33½", 50¼", 67") (Black Ink 21,654; Color 350) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 7-Ke, 1-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS, 1-StH; Casting 1-D-t#, 1-EK-hbfc) (Tyers 1-Wt)

CORNWALL STANDARD-FREEHOLDER; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 660; Widths 32") (Black Ink 26,000; Color 1,000) (Presses 10-G-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2))Composing 10-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-No; Casting 1-G-hbp, 1-G-t#, 1-No-hbfc)

FORT WILLIAM TIMES-JOURNAL; Type pg. 15 1/18" × 21¾"; Cols. 8 (Nwsprt. 890; Widths 30½", 15¼") (Black Ink 30,990; Color 100) (Presses 8-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 9-L, 2-Lu; TTS 2; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-sts-t#, 1-Ha-hbfc)

GALT REPORTER; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 589; Widths 30") (Black Ink 16,522; Color 115) (Presses 8-D-wut; Controls 1-CH-ac; Cut off 21½"; ROP Colors 2) (Composing 2-I, 1-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 2-I, 2-Ke, 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-MME-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc, 1-H-sts, 1-No, 1-StH#) (Tyers 1-Gr)

GUELPH MERCURY; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 631; Widths 30", 15") (Black Ink 21,200; Color 300) (Presses 8-G-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 5-Ke, 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH, 1-AP; Casting 1-D-hbp, 1-D-t#, 1-Ha-hbfc) (Tyers 1-Wt)

HAMILTON SPECTATOR; Type pg. 14.999" × 22 9/16"; Cols. 8 (Nwsprt. 11,646; Widths 60", 45", 30") (Black Ink 513,660; Color 5,368) (Presses 17-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 5-I, 19-L, 2-Lu; TTS 3; Punchers 6; Casters 2-El, 1-M; Feeders 2-Ke, 22-Ma, 5-Sr) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 1-ER, 2-StH; Casting 1-H-hbfc, 2-W-jr-sts#)

KINGSTON WHIG-STANDARD; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 1,287; Widths 62", 46½", 31") (Black Ink 55,000; Color 450) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 13-L, 2-Lu; TTS 2; Casters 2-El; Feeders 7-I, 6-Ma, 5-Sr; Punchers 1) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting Ha-hbp, 1-Ha-am, 1-W-sp#) (Tyers 2-Wt)

KIRKLAND LAKE NORTHERN NEWS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 19,479; Widths 32") (Black Ink 7,750; Color 60) (Presses 5-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-I, 3-Ke, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-EK-hbp)

KITCHENER-WATERLOO RECORD; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 2,354; Widths 31½") (Black Ink 54,506; Color 224) (Presses 12-G-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 15-L, 2-Lu; TTS 3; Punchers 2; Casters 3-El; Feeders 10-HM, 1-Ke, 1-Lw, 5-Ma, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

LONDON FREE PRESS; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 9,278; Widths 67", 50¼", 33¾") (Black ink 286,910; Color 6,847) (Presses 7½-G-wus, Color 1-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-I, 5-L, 2-Lu; Casters 1-El, 3-M; Feeders 7-I, 17-Ma, 3-Sr)(Engrav. FSpe, Klg) (Stereo-Mould'g 1-LE-dp, 1-W-r; Scorch'g 1-ER, 1-FOS, 1-Ha, 2-StH; Casting 1-H-hbfc, 1-W-sp, 1-W-hdp-t#, 1-No) (Tyers 2-Na, 2-Gr)

NIAGARA FALLS REVIEW; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 725; Widths 32") (Black Ink 19,000; Color 350) (Presses 4-D-wds, 4-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 11-L; TTS 3; Punchers 2; Feeders 11-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-A-hbp, 1-G-t#)

NORTH BAY NUGGET; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 620; Widths 32½", 16¼", 17") (Black Ink 22,000; Color 195) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 5-L, 2-Lu; TTS 2; Casters 1-El; Feeders 3-I, 7-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-EK-hbfc, 1-No-hbfc)

OSHAWA TIMES-GAZETTE; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 650; Widths 33", 16½") (Black Ink 25,028; Color 700) (Presses 11-D-wut; Controls 1-GE-ac, 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 14-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 2-Ke, 4-Lw, 9-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Wt)

OTTAWA CITIZEN; Type pg. 15 11/12" × 22½"; Cols. 8 (Nwsprt. 5,244; Widths 64½") (Black Ink 164,214; Color 1,128) (Presses 6-H-wus; Controls 1-CE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 14-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. FSpe, Klg) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-W-sp#) (Tyers 1-Wal)

OTTAWA LE DROIT; Type pg. 15¾" × 22½"; Cols. 8 (Nwsprt. 1,532; Widths 62", 46½", 31", 15½") (Black Ink 52,309; Color 1,240) (Presses 5-H-wus, Color 4-H; Controls 1-CH-ac; Cut off 23 9/16"; Color 22¾"; ROP Colors 2) (Composing 13-L, 2-Lu; TTS 1; Punchers 1; Casters 2-M; Feeders 12-Ke, 1-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-D-r, 1-McF-dp; Scorch'g 2-AP, 2-StH; Casting 2-W-sp-hdp, 1-H-hbfc, 1-StH-hbfc)

OTTAWA JOURNAL; Type pg. 15" × 22½"; Cols. 8 (Nwsprt. 6,171; Widths 60") (Black Ink 178,970; Color 4,685) (Presses 7-H-wus; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 2-I, 16-L, 2-Lu; Casters 3-M; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 2-StH; Casting 4-Ha-hbfc, 2-W-sp#) (Tyers 1-Wal)

OWEN SOUND SUN-TIMES; Type pg. 15 37/64" × 21½"; Cols. 8 (Nwsprt. 500; Widths 32", 16", 16½") (Black Ink 14,000; Color 750) (Presses 6-G-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 8-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ke, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc)

PETERBOROUGH EXAMINER; Type pg. 15¾" × 22½"; Cols. 9 (Nwsprt. 1,107; Widths 66½", 33¼", 16⅝") (Black Ink 42,420; Color 200) (Presses 5-H-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 2-I, 10-L; TTS 2; Casters 1-El; Feeders 10-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbp, 1-W-sp)

PORT ARTHUR NEWS-CHRONICLE; Type pg. 14¾" × 21"; Cols. 8 (Nwsprt. widths 30") (Black Ink 26,000) (Presses 9-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-t#, 1-Ha-hbp) (Tyers 1-Wt)

PORT HOPE GUIDE; Type pg. 14½" × 20"; Cols. 7 (Nwsprt. 21.5; Widths 31", 46½", 62") (Black Ink 840) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22 3/16") (Composing 1-I, 2-L) (Casting 1-Ha-hbfc)

ST. CATHARINES STANDARD; Type pg. 16¾" × 22½"; Cols. 9 (Nwsprt. 2,000; Widths 33½", 50¼", 67") (Presses 4-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 1-I, 13-L, 2-Lu; TTS 2; Casters 2-El, 1-Ma; Feeders 1-L, 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 3-StH; Casting 1-W-sp#)

ST. THOMAS TIMES JOURNAL; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 521; Widths 33", 16½") (Black Ink 18,011; Color 900) (Presses 2½-W-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 1-Lu; TTS 3; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM, 2-StH; Casting 1-W-sp#) (Tyers 1-Gr)

SARNIA CANADIAN OBSERVER; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 758.9) (Black Ink 26,119; Color 476))Presses 10-D-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2))Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 4-Ke, 5-Ma, 1-Sr))Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-Ha-hbfc))Tyers 1-Gr)

SAULT STE. MARIE STAR; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 1,000; Widths 33") (Black Ink 4,300; Color 600) (Presses 6-D-wut, 3-G-wut; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 9-L, 1-Lu; TTS 2; Casters 2-El; Feeders 8-L) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, 1-Ha; Casting 1-G-hbp#, 1-Ha, 1-No-hbfc, 1-Mo) (Tyers 1-Wt)

STRATFORD BEACON-HERALD; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 462; Widths 33", 16½") (Black Ink 23,000; Color 275) (Presses 2½-W-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 1-I; TTS 2; Casters 1-El; Feeders 10-Ke, 1-Ma) (Engrav. Scan-a-graver) (Stereo-Mould'g 1-Cbt-dp; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-G-hbfc, 1-W-sp#)

SUDBURY STAR; Type pg. 16 5/6" × 21¾"; Cols. 8 (Nwsprt. 1,800; Widths 32") (Black Ink 65,000; Color 1,500) (Presses 10-G-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 9-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 15-Ma) (Engrav. pc, FSpe))Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-Al; Casting 1-G-t#, 1-Ha-hbfc) (Tyers 2-Gr)

TIMMINS PRESS; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 417; Widths 32") (Black Ink 14,000; Color 105) (Presses 6-G-wdt; Controls 1-CW-ac; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp, 1-H-hbfc, 1-H-sts)

TORONTO GLOBE & MAIL; Type pg. 16¾" × 22 7/16"; Cols. 9 (Nwsprt. 23,700; Widths 66½", 49⅝", 33¼") (Black Ink 750,000; Color 10,000) (Presses 28-H-wus; Controls 3-CE-ac, 3-GE-ac; Cut off 23 9/16") (Composing 11-I, 38-L, 2-Lu, 3-M; Casters 1-El; Feeders 4-I, 30-Ke, 17-Ma, 2-Lw, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 4-StH; Casting 3-W-am, 1-W-jr, 3-W-hds) (Tyers 2-SP, 1-Gr)

TORONTO STAR; Type pg. 16½" × 22"; Cols. 9 (Nwsprt. 77,700; Widths 68", 69⅝") (Black Ink 2,706,000; Color 902,000) (Presses 44-H-wus; Color 20-H-wus, 15-G-wus; Controls 2-CW-ac, 1-GE-ac, 12-CW-dc; Cut off 23 9/16"; ROP Colors 2) (Photo Elec. 2- Crosfield) (Composing 17-I, 43-L, 4-Lu; Casters 3-El, 2-M, 1-Mo; Feeders 17-I, 43-Ma, 5-Sr) (Engrav. pc) (Stereo-Mould'g 3-H-r, 2-Le-dp, Scorch'g 5-StH, 5-WF, 3-Al, 1-AP, 2-MTO; Casting 6-W-am-hds#, 2-G-hbfc#, 2-H-hbp#) (Stuffing 1-She, Tyers 8-Wal)

TORONTO TELEGRAM; Type pg. 16¾" × 22½"; Cols. 9 (Nwsprt. 35,637; Widths 66½", 49⅝", 33¼") (Black Ink 1,072,453; Color 31,429) (Presses 12-G-wus, 33-H-wus; Controls 3-CH-ac, 4-CH-dc, 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 49-L, 3-Lu, 1-T; Casters 2-El, 2-M; Feeders 56-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r, 2-Cbt; Scorch'g 2-HM-Ir, 4-StH; Casting 4-H-hbfc, 1-StH-hbfc#, 4-W-am-sts) (Stuffing 1-She-5; Tyers 2-SP, 3-Gr)

WELLAND TRIBUNE; Type pg. 15" × 21¾"; Cols. 8 (Nwsprt. 753; Widths 30", 15") (Black Ink 25,292; Color 450) (Presses 9-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 1-I, 7-L, 1-Lw, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-G-t) (Tyers 1-Gr)

WINDSOR STAR; Type pg. 15¾" × 22¼"; Cols. 8 (Nwsprt. 7,127.4; Widths 62") (Black Ink 300,000; Color 15,000) (Presses 8-Cbt-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 4) (Composing 29-L, 2-Lu; Casters 2-El; Feeders 28-Ke, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-Cbt-dp; Scorch'g 1-Al, 3-StH; Casting 1-Ha-hbfc, 2-D-hdp#) (Tyers 1-Wal)

WOODSTOCK SENTINEL-REVIEW; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 397; Widths 32", 16") (Black Ink 11,048; Color 49) (Presses 6-D-wus; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ke, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-Ha-hbp) (Tyers 1-Wt)

PRINCE EDWARD ISLAND

CHARLOTTETOWN GUARDIAN; Type pg. 17¼" × 21¼"; Cols. 9 (Nwsprt. 750; Widths 17", 33¼") (Black Ink 16,500) (Presses 7-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 7-L; TTS 3; Punchers 3; Casters 1-El; Feeders 5-L, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-Ha, 1-StH; Casting 1-D-t#) (Tyers 1-Gr)

QUEBEC

GRANBY LA VOIX DE L'EST; Type pg. 14½" × 21¼"; Cols. 8 (Nwsprt. 300; Widths 62") (Presses 2-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. En) (Casting 1-G-hbp, 1-G-sts, 1-G-sp)

MONTREAL LE DEVOIR; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 855; Widths 15¾", 31½", 47¼", 63") (Black Ink 34,000; Color 250) (Presses 3-G-wds, 2-H-wus; Controls 2-CW-dc; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ke, 4-Lw) (Engrav. FSpe))Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Sd; Casting 1-H-hbp)

MONTREAL GAZETTE; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 8,982; Widths 31½", 47¼", 63") (Black Ink 289,196; Color 13,885) (Presses 8-H-wus-sc; Color H; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 25-L, 2-Lu; Casters 1-El; Feeders 28-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-StH; Casting 2-W-sp#) (Tyers 3-Gr)

MONTREAL LA PRESSE; Type pg. 15.562" × 22.375"; Cols. 8 (Nwsprt. 28,151; Widths 63") (Black Ink 929,698) (Presses 20-G; Controls 1-CW-dc, 4-Ed-dc; Cut off 23 6/16") (Composing 1-I, 32-L, 3-Lu; Photo Composers 1-I; Casters 1-El, 2-M; Feeders 32-Ke, 8-Ma) (Stereo-Mould'g 2-D-r; Scorch'g 3-StH; Casting 4-W-jr-2-sts#)

MONTREAL LE PETIT JOURNAL; Type pg. 9 23/32" × 14¾"; Cols. 5 (Nwsprt. 7,000; Widths 60½") (Black Ink 270,842; Color 78,210) (Presses 8-G-wus; Controls 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 7-L, 1-Lap, 2-Lu; Casters 1-El; Feeders 1-L) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-D, 1-StH; Casting 1-D-hbp, 1-D-hbdt, 1-StH-hbfc#, 1-G-#) (Tyers 1-Wt)

MONTREAL STAR; Type pg. 15 7/16" × 22 9/16"; Cols. 8 (Nwsprt. 20,568; Widths 63", 47¼", 31½") (Black Ink 615,719) (Presses 24-H-wus; Controls 7-CH-ac; Cut off 239/16") (Composing 44-I, 9-L, 2-Lu; Casters 2-El, 4-M; Feeders 8-I, 45-Ma) (Stereo-Mould'g 2-H-r; Scorch'g 2-FOS, 3-StH; Casting 4-H-hbfc, 2-W-am-jr-hds-1-sts) (Tyers 3-SP)

QUEBEC CHRONICLE-TELEGRAPH; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 213; Widths 16½", 33") (Black Ink 7,723; Color 200) (Presses 1-G-wdt; Controls 1-CW-ac; Cut off 21½"; ROP Colors 2) (Composing 4-I, 4-L, 1-Lu; TTS 4; Punchers 2; Casters 2-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp-sts-t#)

QUEBEC L'ACTION CATHOLIQUE; Type pg. 15¾" × 21¾"; Cols. 8 (Nwsprt. 3,200; Widths 63", 47¼", 31½") (Presses 7-D-wus, Color G; Controls 2-CW-ac; ROP Colors 2) (Composing 3-I, 12-L, 1-Lu, 6-M; Casters 2-M) (Engrav. pc) (Stereo-Mould'g D-r; Scorch'g AP; Casting H-sp, StH-hds, W-hbfc) (Tyers Gr)

QUEBEC LE SOLEIL & L'EVENEMENT JOURNAL; Type pg. 15 9/16" × 21 11/16"; Cols. 8 (Nwsprt. 8,700; Widths 63", 47¼", 31¼") (Black Ink 272,000; Color 4,150) (Presses 10-S-wds, 3-H-wds; Controls 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 13-L, 2-Lu; Casters 4-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-StH, 2-FOS; Casting 1-H-hds-hbfc-2-hbp, 2-W-hdp#) (Tyers 4-Gr)

SHERBROOKE RECORD; Type pg. 16¾" × 22"; Cols. 8 (Nwsprt. 375; Widths 16½", 33") (Black Ink 10,500; Color 500) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 1; 1-Lino-TTS; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-t, 1-StH-hds)

SASKATCHEWAN

MOOSE JAW TIMES-HERALD; Type pg. 16¾" × 21¼"; Cols. 8 (Nwsprt. 380; Widths 32", 16") (Black Ink 13,500; Color 40) (Presses 2-D-wut; Controls 1-Wg-dc; Cut off 22¾"; ROP Colors 2) (Composing 2-I, 6-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-AP; Casting 1-EK-t, 1-Ha-hbfc)

PRINCE ALBERT HERALD; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 225; Widths 32", 16") (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-M) (Engrav. FSpe))Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-am-t, 1-Ha-hbfc)

REGINA LEADER-POST; Type pg. 15 9/16" × 21 13/16"; Cols. 8 (Nwsprt. 3,444; Widths 64½", 48⅝", 32¼", 29¼", 16⅛") (Black Ink 110,172; Color 2,788) (Presses 4-D-wus, 2-G-wds; Controls 1-CW-ac, 1-CH-ac; Cut off 23 9/16", 22¾"; ROP Colors 3) (Composing 11-I, 2-L, 2-Lu; TTS 3; Casters 2-El; Feeders 6-I, 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G; Scorch'g 1-StH; Casting 1-G-hbfc, 1-StH-sts, 2-W-sp, 2-W#)

SASKATOON STAR-PHOENIX; Type pg. 15.268" × 30.4"; Cols. 8 (Nwsprt. 2,410; Widths 64½", 48⅝", 32¼", 29½") (Black Ink 76,015; Color 6,155) (Presses 4-G-wus, Color 3½-G-wds; Controls 1-CW-ac, 1-CW-dc; Cut off 22¾"; Color 23 9/16"; ROP Colors 1) (Composing 7-I, 2-L, 2-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 6-I, 6-Ma) (Engrav. pc, Klg) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha-hbfc, 2-StH, 1-Wt; Casting 1-G-hbfc, 1-H-hbp, 1-H-sts, 1-W-sp))Tyers 2-Gr)

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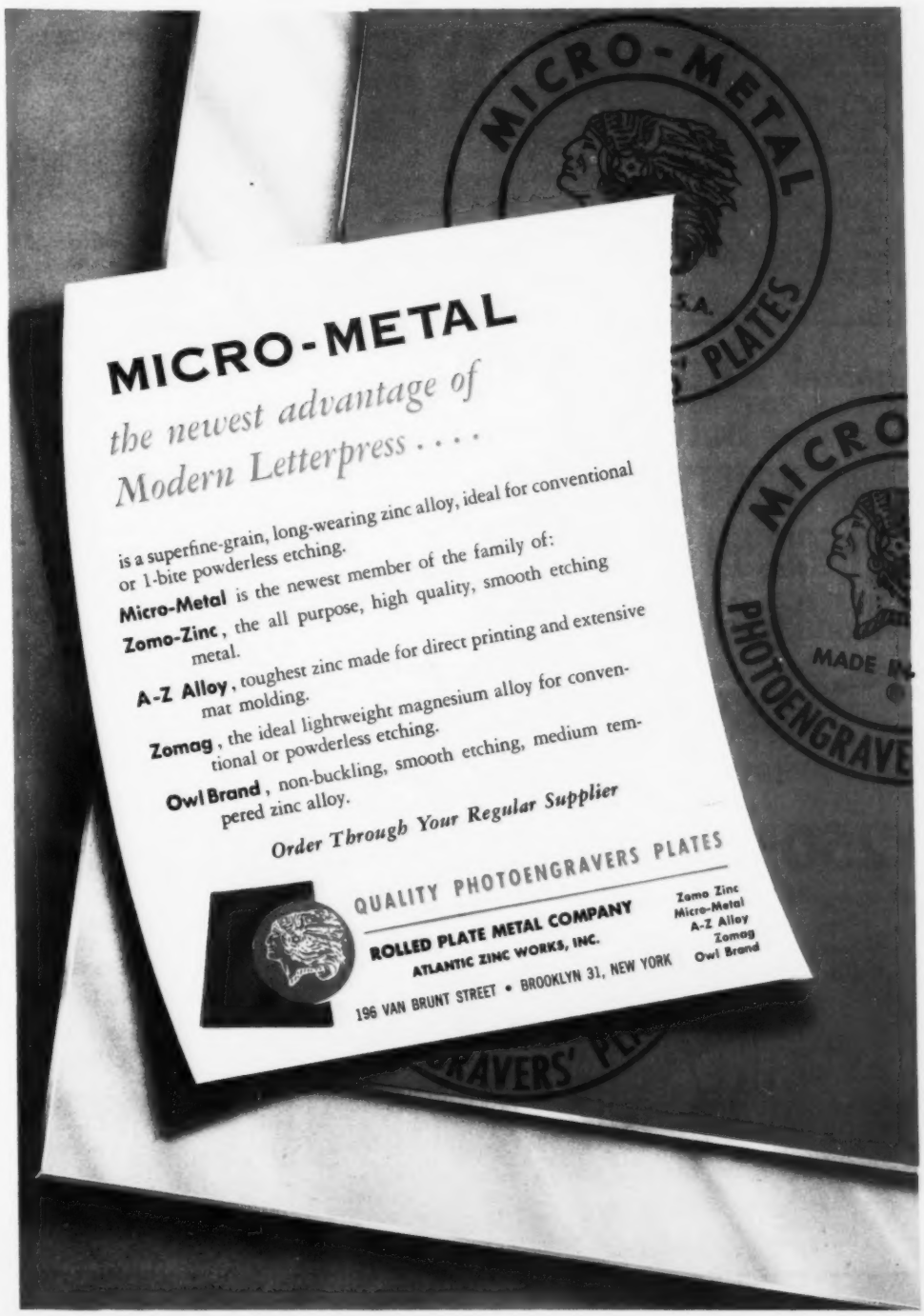

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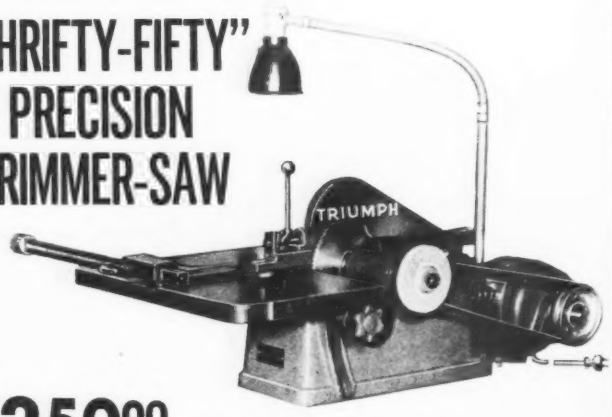

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(Continued from Page 299)

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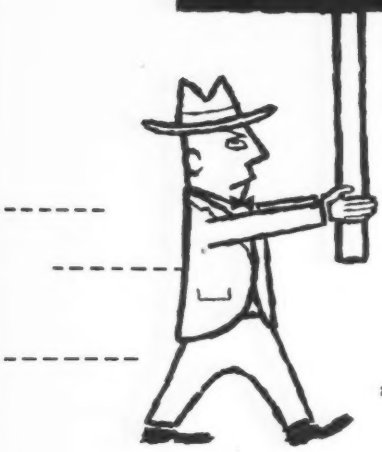

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(Continued from Page 300)

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- Harris-Seybold Co., Div. Harris-Intertype Corp.
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- Cottrell Co., The
- Goss Printing Press Co., Div. Miehle-Goss-Dexter Inc.
- Harris-Seybold Co., Div. Harris-Intertype Corp.
- Hoe & Co., Inc., R.
- Miehle Printing Press & Mfg. Co.
- Miller Printing Machinery Co.
- Scott & Co., Walter, Div. Wood Newspaper Machy. Corp.
- Turner Printing Machinery, Inc.
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REELS
- Cline Electric Mfg. Co.
- Goss Printing Press Co., Div. Miehle-Goss-Dexter Inc.
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- Black Clawson Co. (Dilts Div.)
- Cameron Machine Co.
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- American Roller Co.
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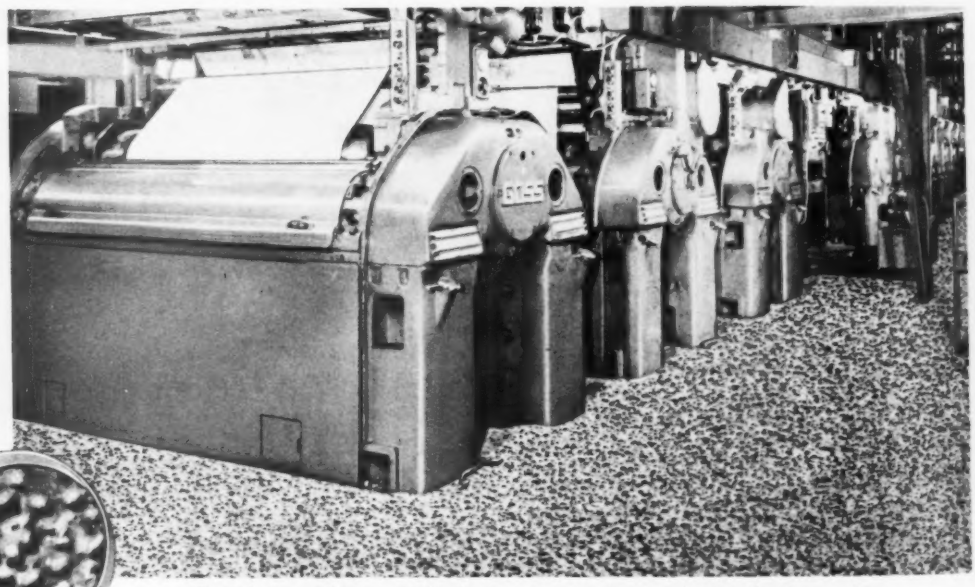

Partial view of Chicago Daily News pressroom showing ALGRIP *flooring overlay.*

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PRESSES (See Matrix Presses)

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SAWS & ACCESSORIES (See COMPOSING ROOM)

SCORCHERS
Alico, Inc.
American Publishers Supply Co.
Hammond Machinery Builders, Inc.
Infra-Matic Products Co.
Newspaper Publishers Supply Co.
Shaw Machine & Tool Co.
Sta-Hi Corp.

SHAVERS
Hammond Machinery Builders, Inc.
Hoe & Co., R.
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Newspaper Publishers Supply Co.
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TURTLES (See COMPOSING ROOM)

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(Continued on Page 304)

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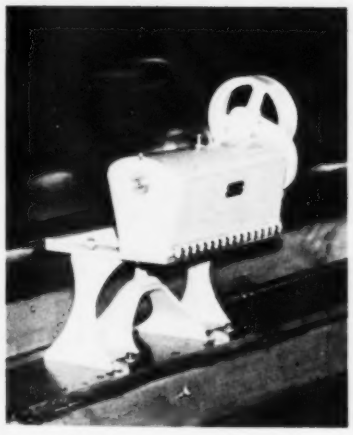

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(Continued from Page 303)

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PRINCIPAL FOREIGN LANGUAGE DAILIES OF THE UNITED STATES

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CALIFORNIA

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Los Angeles	Japanese	Calif. Daily News 4,732 (e)	2.00*	Mrs. Tatsuyo Fujii (Pub) Kazuo Terada (e)	Hiro E. Hishiki (gm, am)
	Japanese	New Japanese American News 9,500 (e ex Sat) 11,200 (S)	3.33"(e) 3.51"(S)	Saburo Kido (Pub.-e)	Taketomi Takei(gm)
	Japanese	Rafu Shimpo 10,500 (e)	1.80*	Akira Komai (Pub) Teiho Hashida (e)	Raro Nagai (gm) Jiro Tami (am)
	Spanish	La Opinion, ABC 10,622 (m) 12,821 (S)	.17 (m) .19 (S)	Ignacio E. Lozano, Jr. (Pub.) Alfredo Gonzalez (e)	Ignacio E. Lozano, Jr. (gm) J. Icaza (am)
San Francisco	Chinese	Chinese Daily Post 3,600 (m)	2.25**	Chin Dook Jow (Pub.) P. C. Liu (e)	Tsick W. Wong (gm)
	Chinese	Chinese Times, 8,950 (e) 9,250 (Sat)	3.65**	Chinese Times Publishing. (Pub.) Kwai Fong Chan (e)	Lee Shee Gang (gm) Thomas Sue (am)
	Chinese	Chinese World, 9,500 (m)	.17	Chinese World, Ltd. (Pub.) Dai Ming Lee (e)	Dai Ming Lee (gm) Edwin Shum (am)
	Chinese	Young China, 4,365 (m)	2.00**	Young China Pub. Co. (Pub.) W. Fong Yue (e)	Wong Wah Poy (gm-am)

* Japanese column inch.
** Chinese column inch.

	Italian	L'Italia and La Voce del Popolo 14,902 (m ex Mon.) 16,235 (S)	.22	L'Italia Press Co. (Pub.) Renato Marrazzini (e)	Renato Marrazzini (am-gm)
	Japanese	Hokubei Mainichi 6,021 (m)	2.00*	Hokubei Mainichi, Inc. (Pub.) Iwao Shimizu (e)	K. Ichimaru (gm) Wataru Yanagi (am)
	Japanese	The Nichi Bei 6,176 (m ex Mon.) (S)	2.10*	Nichi Bei Times Company (Pub.) Y. W. Abiko (e)	T. Kobayashi (gm-am)
	Russian	Russian Life, 2,214 (m ex Mon.)	.143	Serge A. Shah-Nazaroff (Pub.) Mrs. A. I. Delianich (e)	Mrs. A. I. Delianich (gm) N. A. Katagoshin (am)
	Russian	Novaya Zarya, 2,352 (est.) (m ex Mon.)	.10	G. T. Soohoff (Pub.-e)	.....

COLORADO

Denver	Japanese	Colorado Times, 2,000 (e ex Sat.)	1.50*	Ted Kenzo Ogasawara (Pub.-e)	Ted Kenzo Ogasawara (gm-am)

FLORIDA

Miami	Spanish	Diario Las Americas 14,258 (m ex Mon.) (S)	.21	Francisco Aguirre (Pub.) Dr. Horacio Aguirre (e)	Horacio Aguirre (gm) Eliseo Riera-Gomez (am)
Tampa	Spanish	Traduccion-Prensa, 5,000 (m ex Mon.) 6,000 (S)	.14	A. A. Fernandez (Pub.-e)	Ramon Hernandez (gm) Cesar Rovero (am)

ILLINOIS

Chicago	Chinese	San Min Morning Paper 4,525 (m)	2.40**	Sun Mon Corp. (Pub.) W. S. Lee (e)	L. T. Suen (gm) Gat Wong (am)
	Czech	Denni Hlasatel, 61,232 (m & S)	.30	The Denni Hlasatel Ptg. & Pub. Co. (Pub.) Edward Rezabek (e)	Edward Rezabek(gm) Vladimir Spatny(am)
	German	Abendpost 25,106 (e ex Sat.) 27,465 (S)	.26 (e) .28 (S)	The Abendpost Company (Pub.) Paul H. Ortmann (e)	Josef Noe (gm) Hanns Leo Reich (am)
	Jewish	Jewish Daily Forward 14,000 (m); 16,000 (S)	.35	Forward Association (Pub.)	Morris L. Polin (gm) David Shier (am)
	Lithuanian	Draugas, 49,870 (m)	.14	Lithuanian Catholic Press Society (Pub.) Leonard Simutis (e)	Jos. Valaitis (gm) Rev. Peter P. Cinikas (am)
	Lithuanian	Naujienos, 44,956 (m)	.25	Lithuanian News Pub. Co. (Pub.) Dr. Pius Grigaitis (e)	Martin Gudelis (gm-am)
	Lithuanian	Vilnis, 30,605 (m ex Mon.)	.18	The Workers' Pub. Asso., Inc. (Pub.) Leon Yonik (e)	Jacob Pauliukas (gm) Blanche Senkevich (am)
	Polish	Dziennik Chicagoski 22,160 (m & e)	.20	Polish Pub. Co. (Pub.) John Kostrubala (e)	Theo S. Klopotowski (gm) Joseph S. Bednowicz (am)
	Polish	Polish Daily Zgoda, 34,360 (m)	.25	Alliance Printers & Publishers, Inc (Pub.) Karol Piatkiewicz (e)	J. Stan. Swierczynski (gm) Emil J. Kolasa (am)
	Slovene	Prosveta 14,500 (m ex Sat.)	.214	Slovene National Benefit Society (Pub.) Louis Beninger (e)	Milan Medvesek (gm-am)

MASSACHUSETTS

Boston	Armenian	Baikar, 2,707 (m ex Mon.) (S)	.107	Baikar Association, Inc. (Pub.) Hratch Yervant (e)	Hratch Yervant (gm-am)
	Armenian	Hairenik, 3,975 (m ex Mon.) (S)	.072	Hairenik Association, Inc. (Pub.) Kourken Mekhitarian (e)	Varoujan Azablar (gm-am)
	Italian	La Notizia, 33,250 (m ex Sat.)	.25	Graziano N. Longarini (Pub.) Augusto Martini (e)	Graziano N. Longarini (gm-am)
	Polish	Kuryer Codzienny, 28,245 (m)	.25	Richard Chmielinski (Pub.) Karol Jaskolski (e)	V. Tomaszewski (gm) John Chmielinski (am
Fall River	French	L'Independent, 4,960 (e)	.09	Louis P. Clapin (Pub.) Philippe A. Lajoie (e)	Jean Louis Clapin (gm-am)

MASSACHUSETTS—Cont'd

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Fitchburg	Finnish	Raivaaja, 4,499 (e ex Sat.)	.07	Raivaaja Publishing Co. (Pub.) Elis Sulkanen (e)	Henry Puranen (gm-am)
New Bedford	Portuguese	Diario de Noticias, 8,970 (e ex Sat.)	.079	Joao R. Rocha (Pub.) Antonio F. Cacella (e)	Joao R. Rocha (gm-am)

MICHIGAN

Detroit	Polish	Polish Daily News, 33,862 (e & S)	.25	Stephanie Tanuszewska (Pub.) T. Najduch (e)	Stephanie Tanuszewska (gm) Louis Swendsen (am)

MINNESOTA

Duluth	Finnish	Industrialisti, 4,151 (m ex Sat.)	.072	Workers Soc. Pub. Co. (Pub.) Jack Ujanen (e)	Reynold Alava (gm-am)

NEW JERSEY

Jersey City	Ukrainian	Svoboda, 20,100 (m ex Mon.)	.107	Ukrainian National Association, Inc. (Pub.) Anthony Dragan (e)	Dmytro Halychyn (gm-am)

NEW YORK

New York	Arabic	Al Hoda, 5,000 (e ex Sat.)	.143	Mary Mokarzel (Pub.) T. Uajian (e)	E. Younes (gm) H. Mouarzel (am)
	Chinese	United Journal gives no information.			
	Chinese	China Daily News, 5,000 (m)	1.50**	China Daily News, Inc. (Pub.) Eugene Moy (e)	Ann Moy (gm-am)
	Chinese	Chinese Journal, 17,650 (e)	3.50**	Chinese Amer. World Pub. Corp. (Pub.) Yu Ching Chen (e)	David Wu (gm-am)
	Chinese	Chinese Nationalist Daily, 10,000 (m)	3.00**	Mun Hey Pub. Co. (Pub.) Henry Mao (e)	Wu Kam Way (gm-am)
	Chinese	China Tribune, 10,000 (m)	3.00**	Chinese-American Cultural Corp. (Pub.) Y. Y. Pan (e)	D. L. Chin (gm) C. P. Chen (am)

**Chinese inch

	German	Staats-Zeitung & Herold, ABC 21,813 (m); 40,424 (S)	.40	August Steuer (Pub.) Erwin Single (e)	John A. Borst (gm) Carl Rudolph (am)
	Greek	Atlantis, 18,579 (e & S)	.20	Solon G. Vlasto (Pub.) Vladimir Constantinidis (e)	Solon G. Vlasto (gm) John Vretos (am)
	Greek	National Herald, 16,254 (m & S)	.20	National Herald, Inc. (Pub.) B. J. Marketos (e)	E. Joannides (gm)
	Hungarian	Amerikai Magyar Nepszava 19,225 (m)	.18	Liberty Publ. Co. (Pub.) Zoltan Gombos (e)	Izso Szekely (gm) Emery Vecsey (am)
	Italian	Il Progresso Italiano, ABC 59,450 (m) 58,258 (S)	.50	Il Progresso-Italo Americano Publishing Co., Inc. (Pub.) Fortune Pope (e)	Gene Rea (gm-am)
	Jewish	The Day—Jewish Journal, ABC 58,903 (m ex Sat.) 48,106 (Sat.) 57,475 (Sun.)	.42	Morris Weinberg (Pub.) Solomon Dingol and David Meckler (e)	Arthur L. Jacobs (gm) Louis Shack (am)
	Jewish	Jewish Daily Forward, ABC 61,941 (m); 63,899 (S)	.42	Forward Asso. (Pub.) Harry Rogoff (e)	Alexander Kahn (gm) Paul F. Rubinstein (am)
	Jewish	Morning Freiheit, 9,000 (m) 10,000 (S)	.30	Morgen Freiheit, Inc. (Pub.) Paul Novick (e)	Chaim Suller (gm) S. Feldman (am)
	Polish	Nowy Swiat, 23,819 (m)	.20	Nowy Swiat Publishing Co. (Pub.) Ignacy Morawski (e)	Tadeusz Sztybel (gm-am)
	Russian	Novoye Russkoye Slovo, 22,420 (m) 23,565 (S)	.22	Novoye Russkoye Slovo Publishing Co. (Pub.) Mark Weinbaum (e)	Victor Shimkin (gm) M. Zwerin (am)
	Russian	Russky Golos, 6,112 (m & S ex Sat.)	.15	Russky Golos Publishing Corp. (Pub.) David Z. Krinkin (e)	Leon Taran (am)
	Russian	Rossiya, 4,300 (m ex Mon.)	.12	N. Rybakoff (Pub.-e)	T. A. Maximovitch (gm)
	Slovak	New Yorksky Dennik 20,318 (m ex Mon.)	.16	C. S. Publishing Co. (Pub.) C. Cary (e)	Andrew J. Valuchek (gm-am)
	Spanish	El Imperial (New York edition of San Juan newspaper) 12,000 (m)	.20	.....	.....
	Spanish	El Diario de Nueva York, ABC 39,444 (m ex Sat.); 38,171 (S)	.45	Dr. P. Dominici (Pub.) Stanley Ross (e)	Stanley Ross (gm) Philip A. Malkin (am)
	Spanish	La Prensa ABC 16,497 (m); 14,184 (S)	.22	Mrs. Inez C. Mabon (Pub.) Francisco Portella (e)	Julio Garzon (gm) Alan S. Marcus (am)

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COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES

AGRICULTURAL

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
			ILLINOIS		
Chicago (9)	Drovers Journal (livestock) (d ex. Sat. & Sun.) 33,061	(5¢) (UP)	35¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Allan W. McGhee (e)	W. E. Hutchinson, (exec. VP) Foster C. Palmer (am)
East St. Louis	Livestock Reporter (livestock) (d ex. Sat. & Sun.) 7,386	($7.50 per yr.) (UP)	10¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Charles H. Bobo (e)	W. E. Hutchinson (exec. VP) Wm. S. Cook (VP-bm) Robert Bandy (am)
			MINNESOTA		
Minneapolis (15)	Daily Market Record (grain trade) (d ex. Sat. & Sun.) 3,255	....	....	Daily Market Record, Inc. E. C. Maul, Pub. H. C. Quackenbush (e)	.....
			MISSOURI		
Kansas City (2)	Drovers Telegram (livestock) (d ex. Sat. & Sun.) 19,317	($7.50 per yr.) (UP)	20¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Lloyd Linford (e)	W. E. Hutchinson (exec. VP) Wm. E. Fassbinder (VP) Ralph Watkins (am)
			NEBRASKA		
Omaha (7)	Journal-Stockman (livestock) (d ex. Sat. & Sun.) 18,284	(5¢) (UP)	20¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pub. Kirby Kittoe (e)	W. E. Hutchinson, (exec. VP) Walter W. Slack (bm) Robert Rudbeck (am)
			NEW YORK		
New York (13)	Fruit and Vegetable Reporter (fruit & vegetables) (d ex Sat.) 1,230	($4.50 mo)	$2.00	N. Y. Daily Fruit & Vegetable Reporter Julius Leitzer (pub., e)	Lucille Field (bm) Hattie Leitzer (am)
New York (7)	Producer's Price Current (N.Y. wholesale market quotations on all perishable foods.) (d ex Sat. and holidays) 3,099	($40.00 per yr.)	$10.00	Urner-Barry Co. John C. Taber, Pres.	.....
			OKLAHOMA		
Oklahoma City (8)	Livestock News (livestock) (Mon., Tues., Thurs.) 2,050	.....	5¢ li. 70¢ in.	W. R. Martineau, Pub. Clarence Achgill (e)	.....

APPAREL, CLOTHING, TEXTILES

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
			NEW YORK		
New York (1)	Daily Mill Stock Reporter (burlap, paper, textiles, raw materials) (d ex. Mon. & Sun.)	....	Subs. $25.00 (per yr.) (Domestic) $26.00 (per yr.) (Foreign)	National Business Press, Inc. Charles H. Lipsett, Pub. D. B. Taylor (e)	.....
New York (3)	Daily News Record (textiles, domestics, men's and boys' apparel) (d ex. Sat.) 21,687	(10¢) DJ	93¢ li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Harry Riemer (e)	Emery P. Laskey (am)
New York (3)	Women's Wear Daily (apparel, fabrics, accessories) (d ex. Sat.) 47,215	(10¢) (DJ)	$1.00 li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Earl Elhart (me)	Irving Koch (am)

BUILDING CONSTRUCTION AND ENGINEERING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
			CALIFORNIA		
Fresno (7)	Daily Real Estate Report (d ex. Sat. & Sun.) 650	(20¢)	$1.35	M. S. Webster Sons N. A. Webster, Mgr.	Gordon M. Webster (am)
San Francisco (3)	Daily Pacific Builder (bldg. & eng.) (d ex. Sun. & Mon.) 4,013	(40¢)	$4.50	F. W. Dodge Corp.	G. E. McGavran (pub. e)
			COLORADO		
Denver (4)	Daily Journal (construction, legal, real estate) (d ex. Sun. & Mon.) 2,339	Construct. Edit. ($60.00 per yr.)	25¢ li.	F. W. Dodge Corp. Carl S. Bennett, V. P. Allan Clevenger (pub., e)	Fletcher Trunk (am)
			ILLINOIS		
Chicago	Construction News (bldg. & eng.) (d ex. Sat.) 4,500	(30¢)	$4.50	F. W. Dodge Corp. G. R. Stratton (e)	G. W. Morgan (adv-sales mgr.)
			LOUISIANA		
New Orleans	Journal of Commerce (bldg. & com.) (d ex. Sat.)	....	....	Guide Pub. Co., Inc. E. Washofsky (e)	.....

CANADA

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
			ONTARIO		
Toronto	Daily Commercial News and Building Record (com'l & bldg.) (d ex. Sat.) 6,184 (ABC)	....	20¢ li.	Daily Comercial News, Ltd. G. B. Tisdall, Pres.-Pub. Clive Chattoe (e)	G. B. Tisdall (bm-am)

COLLEGE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
			ARKANSAS		
Fayetteville	Arkansas Traveler (d ex. Mon. & Sat.) 4,600	(5¢) (UP)	90¢	Associated Students of University of Arkansas Sammy Smith (e)	Joe Pillow (bm-am)
			CALIFORNIA		
Berkeley (4)	Daily Californian (d ex. Sat.) 18,856	(5¢)	11½¢ li.	Associated Students University of Calif. Walter Frederick, Pub. Jay Bardwell (e)	Walter Frederick (Dir. of Pub.) Phyllis Kokus (mgr.)
Los Angeles (7)	SC Daily Trojan (d ex. Sat.) 6,000	(free) (UP)	$2.00	Associated Students of the University of Southern California Jerry A. Burns (e)	Dick Blankenburg (business manager)
Los Angeles (24)	UCLA Daily Bruin (d ex. Sat.-Sun.) 12,000	(free) (AP)	$1.26	Associated Students of Univ. Calif. at Los Angeles Ted Robinson	Dick Love (bm)
San Jose (14)	Spartan Daily (d ex. Sat.) 7,000	..... (UP)	$1.26	Associated Students of S. J. State Col. Leigh Weimers	Laurence Kaufman (bm)

NEWSPAPER ADVERTISING REPRESENTATIVES:

	No.	Address
ACCN Advertising Service	(1)	1473 Redondo Ave., Salt Lake City, Utah
Minnick, Paul W.	(74)	33 W. 42nd St., New York 36, N. Y.
National Advertising Service, Inc.	(79)	420 Madison Ave., New York 17, N. Y.

PRINCIPAL FOREIGN LANGUAGE DAILIES OF THE UNITED STATES—Continued

NEW YORK—Continued

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Richmond Hill	Lithuanian	Laisve, 6,236 (m ex Mon.)	.20	Laisve, Inc. (Pub.) Roy Mizara (e)	Frank Buck (gm-am)
Rochester	German	Rochester Abendpost 13,678 (e ex Sat.)	.16	Julius Stoll (Pub.) Eric Vossmeyer (e)	Herman Stoll (gm) George E. Brockway (am)
		OHIO			
Cleveland	Czech	Novy Svet, 3,935 (m ex Mon.)	.17	Novy Svet Printing & Publishing Co. (Pub.) V. H. Matousek (e)	Vaclav Matousek (gm) Anna Rusnak (am)
	Hungarian	Szabadsag, 19,866 (m)	.18	Liberty Pub. Co. (Pub.) Zolton Gombos (e)	Emery Vecsey (am)
	Polish	Wiadomosci Codzienne, 27,108 (e)	.10	Polish Daily News Co. (Pub.) Z. B. Dybowski (e)	August J. Kurdziel (gm) Joseph F. Cook (am)
	Slovene	Ameriska Domovina 9,000 (m ex Sat.)	.11	Victor Knaus (Pub.) Mary Debevec (e)	Mary Debevec (gm-am)
		PENNSYLVANIA			
Philadelphia	Italian	Il Popolo Italiano, 15,643 (m) 16,791 (S)	.25	Remo Zuecca (Pub.-e)	Mario Zuecca (gm-am)
	Jewish	The Day—Jewish Journal, 8,000 (m) (S)	.18	Day Pub. Co., Inc. (Pub.) Hyman Tepletzky(e)	Mrs. David B. Tierkel (gm) Harry Trachtenburg (am)

PENNSYLVANIA—Cont'd

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
	Ukrainian	America, 10,000 (e ex Sat.)	.107	Providence Assoc. (Pub.) Eugene Zyblikewych (e)	Ignatius Billinsky (gm) Theophil Kilichycky (am)
Pittsburgh	Serbian	American Srbobran, 11,000 (e ex Sat.)	.143	Serbian National Federation (Pub.) Momtchilo Sokitch (e)	M. Raseta (gm)
		TEXAS			
El Paso	Spanish	El Continental, 7,500 (e)	.08(m) .09(Sat.)	Jose Garcia Valseca (Pub.) Raul Cuellar (e)	Ruben de la Garza (gm) Mrs. Socorro Salas (am)
		WASHINGTON			
Seattle	Japanese	North American Post, 3,000 (e)	1.50*	North Amer. Post, Inc. (Pub.) Terumitsu Kano	Kunitaro Tanabe (gm-am)
		WISCONSIN			
Milwaukee	Polish	Kuryer Polski, 25,092 (e)	.12	Kuryer Pub. Co. Inc. (Pub.) (Mrs. S. J. Zwierzchowski, Pres.) Paul Gralewicz (e)	Peter F. Piasecki (gm) Max F. Maslakowski (am)
Superior	Finnish	Tyomies-Eteenpain, 3,426 (m ex Sat.)	.10	American Finnish Pub. Inc. (Pub.) George M. Wastila(e)	Lily H. Kiilunen (gm-am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
Stanford	The Stanford Daily (d ex. Sat. & Sun.) 10,000	..... (AP) $1.20 (79)	Associated Students of Stanford Univ. Wally Simpson	Larry Kelley (bm) Dick Van Saun (am)
COLORADO				
Boulder	The Colorado Daily (d ex. Sat.) 9,000	.... $1.26	Ass. Stud. of the Univ. of Colorado Sol Biederman (e) Ed Khan (me)	William Kuntz (bm) Richard Brolliar (am)
CONNECTICUT				
New Haven	Yale Daily News (d ex. Sun.) 2,700	(10¢) ..... 9¢ li. (79)	Eastern Press Scott Gregory Sullivan (Chairman) Lawrence M. Bensky (me)	David Potter Goodman (bm) Robert C. Shackelford (am)
Storrs	Connecticut Daily Campus (d ex. Sat. & Sun.) 6,000	($7.00 per yr.) $1.25 (79)	West Hartford News Co. Stephen P. Jones (e) Mark Hawthorne (me) Robert Sokel (sp e) Jack Hudock (assoc e)	Jon Fish (bm) Elise Rutledge (am) Rod Templeton (circ m)
ILLINOIS				
Champaign-Urbana	The Daily Illini (d ex. Sun. & Mon.) 3,400	(5¢) (AP) 7¢ li. (79)	Illini Publishing Co. Paul McMichael, Pub. Peter Weitzel	Paul McMichael (gm)
Evanston	Daily Northwestern (Tues., Wed., Thurs., Fri.) 4,500	(free) (none) 14¢ li. 25¢ li. cl. (79)	Students Publishing Co. Charles Remsberg (e) Lynn Slovonsky	William F. Kunerth (gm) Gerard Nordmark (bm) Noel A. Duerden (am)
INDIANA				
Bloomington	Indiana Daily Student (d ex. Mon.) 4,500	(5¢) (AP) (INS) 6¢ li. (79)	Indiana University John E. Stempel, Pub.	Poynter McEvoy (gm) M. M. Randall (ms)
Indianapolis	The Butler Collegian (bi-weekly Tues., Wed., & Fri.) 1,500	($2.00 per yr) $1.20	College of Bus. Ad. Butler U., Pub.	DeForest O'Dell (gm)
West Lafayette	Purdue Exponent (d ex. Mon.) 3,500	(5¢) $1.35 (79)	University Students Bill O'Neel (e) Kent Bowen (me)	Bill Stern (bm) George Caruso (am)
IOWA				
Ames	Iowa State Daily (d ex. Sun. & Mon.) 10,000	($1.75 per quarter) (UP) 6¢ li. (79)	Iowa State College Publication Board Bonnie Rollins (me) Dick Jacob (e)	Jim Champion (bm) Cecil Hunt (am)
KANSAS				
Lawrence	The University Daily Kansan (d ex. Sat.) 8,000	(5¢) (UP) 6½¢ li. (79) N.A.S.	Kansan Board Emil L. Telfel (news adv.) (me, ee, change every semester)	George Link, Jr. (bus. adv.) (bm, am, change every semester)
Manhattan	Kansas State Collegian (d ex. Sat. & Sun.) 8,640	(5¢) (UP) .085 li. (91)	Student Publications, Inc. Roger A. Myers (e)	C. J. Medlin (grad. mgr.-am)
LOUISIANA				
Baton Rouge (3)	The Daily Reveille (d ex. Sun., Mon. & & Sat.) 9,950	(5¢) ..... 8¢ li. (79)	La. State University	R. Wiggins (faculty bm)
MASSACHUSETTS				
Cambridge (38)	Harvard Crimson (d ex. Sun.) 11,800	(5¢) (AP) 12¢ li. (79)	Adam Clymer, Pres. George H. Watson, Jr. (me)	Leo A. Guthart (bm) Jerome A. Chadwick (am)
MICHIGAN				
Ann Arbor	The Michigan Daily (d ex. Mon.) 7,000	(5¢) (AP) 4.9¢ to 7.8¢ (79)	Board in Control of Student Publications (U. of M.) Peter Eckstein (e)	Robert Ward (bm) Davidene Krasney (am)
Detroit (2)	Wayne State Collegian (d ex. Sat.) 8,500	..... $1.50	Wayne State U. Press John Hushen (e)	William Haga (bm) Thomas Maund (am)
East Lansing	Michigan State News (d ex. Sat.) 16,200	(5¢) (AP) $1.54	Students of Michigan State University Mel Reiter (e) Denise Scanlon (me)	Howard Sutton (bm) David Beard (cm)
MINNESOTA				
Minneapolis (14)	The Minnesota Daily (d ex. Sat. & Sun.) 26,000	(5¢) N.A.S. 11¢ li. (79)	The University of Minnesota Board in Control of Student Publications Richard Caldwell (me) Howard L. Seemann (e)	Mike Lacy (am) Robert Tinklenberg (bm)
NEBRASKA				
Lincoln (8)	The Nebraskan (Mon., Tues., Wed., Fri.) 5,000	(5¢) ($4.00 per yr) $1.50 (79)	Univ. of Nebraska Jack Pollock (e) Dick Shugrue (ed. page e) Ronald Warholoski (mge)	Jerry L. Sellentin (bm)
NEW HAMPSHIRE				
Hanover	The Dartmouth (d ex. Sun.) 3,000	(5¢) (AP) $1.33 natl. 85¢ loc. (79)	Dartmouth Ptg. Co. William D. Hartley-Pres. Lincoln A. Mitchell, (e)	Richard W. Frisch (bm) Richard Roth (am)
NEW JERSEY				
Princeton	The Daily Princetonian (d ex. Sat.) 2,300	(10¢) ..... 8¢ li. (79)	Daily Princetonian Publishing Co., Inc. Robert A. Sklar (e) William H. Greider (me)	Edwin H. Metcalf (bm) Sheldon L. Baskin (am)
NEW YORK				
Ithaca	Cornell Daily Sun (d ex. Sat.) 4,000	(5¢) (AP) 6½¢ li. (79)	The Cornell Daily Sun, Inc. J. Kirk Sale (e)	Donald A. Schneider (bm) Howard Abel (am)
New York (27)	Columbia Spectator (d ex. Sat.) 15,000	(5¢) (none) N.A.S. $1.54	Students of Columbia College Bernard Nussbaum (e-in-chief) Elliot C. Roberts (me)	Kenneth J. Stern (bm) Arthur Siegel (am)
New York (53)	Heights Daily News (d ex. Sat.) 3,000	.... $1.10 N.A.S.	Students of NYU Barry Kaplan (e) Lawrence Lynnworth (e) Jerrold Atlas (exec. e) Leslie Brooks (s.e.)	Stephen Rachlin (bm) Charles Rothschild (bm)

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
Syracuse (10)	Daily Orange (d ex. Sat.) 8,500	(5¢) ..... $1.50 li.	Students of Syracuse University Ann Olson (e) Seena Zeller (me)	Steven Greene (bm)
NORTH CAROLINA				
Chapel Hill	The Daily Tar Heel (d ex. Mon.) 7,000	(5¢) (AP) N.A.S. 8¢ li. (79)	Publication Board of Univ. of North Carolina Neil Bass (e) Bob High (me)	John Whitaker (bm) Fred Katzin (am)
OHIO				
Columbus (10)	The Ohio State Daily Lantern (d ex. Sat.) 3,000	(5¢) (AP) .07½ li.	Ohio State University School of Journalism Thomas W. Dorsey (e) Arthur J. Radwin (me)	Catherine J. Leonard (bm) Joan M. Kriikku (cm)
OKLAHOMA				
Norman	Oklahoma Daily (d ex. Sun. & Mon.) 10,800	(8¢) (AP) $1.12 (79)	Publication Board of University of Oklahoma C. H. Brite, Pub. (gm)	.....
Stillwater	Daily O'Collegian (d ex. Sun. & Mon.) 9,500	(5¢) (AP) N.A.S. $1.05	O'Collegian Publishing Co. E. L. Woodson, Pub. (e)	E. L. Woodson (gm)
OREGON				
Corvallis	Oregon State Daily Barometer (d ex. Mon., Thurs., Sun.) 4,500	(5¢) ($4.00 per yr) (UP) 4½¢ (4¢) over 1,400 li. (79)	Associated Students of Oregon State College Roger W. Widness (e)	Richard Wheeler (bm) John Clayton (am)
Eugene	Oregon Daily Emerald (d ex. Sat.) 6,000	(5¢) (AP) 75¢	Student Publications Board, University of Oregon Charles Mitchelmore (e) Allen Johnson (me)	Gary Capps (bm) Glen Graves (am)
PENNSYLVANIA				
Philadelphia	Pennsylvanian (d ex. Sat. & Sun.) 16,000	(free) $1.25 (79)	Univ. of Penn. Franklin Society, Pub. Kenneth W. Sehres (ed-in-chief) Peter Pauker (me)	James Levy (bm) M. L. Alexander (am)
RHODE ISLAND				
Providence (12)	Brown Daily Herald (d ex. Sat. & Sun.) 4,500	($10.00 per yr) (UP, NAT) $1.40 $1.25 $1.15 (79)	Brown Daily Herald David Bradley (e)	Morgan B. Gilman (bm) David E. Labovitz (me)
TEXAS				
Austin	Daily Texan (d ex. Mon. & Sat.) 15,000	(5¢) (AP) 9½¢ li. (79)	Texas Student Publications, Inc.	L. L. Edmonds, Jr. (gm) M. G. Frazier (am)
College Station	The Battalion (Tues. Wed. Thurs. Fri.) 8,650	(5¢) (AP) 8¢ li. (79)	Student Publications Joe Tindel (e) Jim Neighbors (me)	Ross Strader (Director of Student Publications)
Denton	The Daily Lass-O (d ex. Sat. & Sun.) 2,350	(5¢) (UP) 75¢ (79)	Texas Woman's University Ann Badolati (e)	Mary Grace Wilhelm (bm & am)
Waco	The Baylor Lariat (d ex. Mon. & Sat.) 5,300	..... (AP) 90¢ (79)	Student Publications of Baylor University John R. Killgore (e)	Samuel W. Ferguson, Jr. (bm) Ray Owens (am)
UTAH				
Provo	Daily Universe (m d ex. Sat. & Sun.) 11,000	(5¢) (INS) N.A.S. $1.40 (79)	Brigham Young Univ. Student Publications Oliver R. Smith (chmn of board) Mark Murphy (e)	D. S. Lesher, Jr. (gm) Bert Pack (am) F. R. Haymore (ms)
Salt Lake City (5)	The Daily Utah Chronicle (d ex. Sat.) 4,000	(5¢) $1.19	Assoc. Students of Univ. of Utah C. Bruce Miller (e)	Kent Linebaugh (bm)
VIRGINIA				
Charlottesville (5)	The Cavalier Daily (d ex. Mon.) 4,500	($5.50 yr. sub.)	Assoc. Students of Univ. of Virginia Thomas M. Martin (e)	Fred L. Glaize (bm)
WASHINGTON				
Pullman	Daily Evergreen (d ex. Mon.) 5,800	($4.00 per yr) (AP) $1.12	Associated Students of The State College of Washington Dee Norton (e)	Kent Wold (bm) Anne Gyllenberg (me) Barbara Wilson (am)
Seattle (5)	University of Washington Daily (d ex. Mon. & Sat.) 16,000	(5¢) (INS) 11¢ li. (79)	Associated Students of the University of Washington Clyde A. Robinson, Pub. Don Mullen (e)	William Little (bm)
WEST VIRGINIA				
Morgantown	Daily Athenaeum (d ex. Mon.) 6,000	(5¢) (UP) $1.14 (79)	Students of West Virginia University	.....
WISCONSIN				
Madison (6)	The Daily Cardinal (Tues. Wed. Thurs. Fri. & Sat.) 3,365	(5¢) (UP) N.A.S. $1.05	Madison Journalism School John Gruber (e) Alan McCone (me)	James E. Burgess (bm)

CANADA

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
ONTARIO				
Toronto (5)	The Varsity (d ex. Sat.) 11,850	.... 14½¢ li.	Students' Administrative Council University of Toronto	E. A. Macdonald (bm-am)
QUEBEC				
Montreal (2)	McGill Daily (d ex. Sat.) 5,500	(2¢) ..... 10¢ li.	Students' Society of McGill University N. Linton (e)	L. Tiger (me) Miss M. E. Heasley (am)

COURT and COMMERCIAL
Including Financial and Legal

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
CALIFORNIA				
Bakersfield	The Daily Report (legal) (d) 604	(10¢) ..... 75¢	The Daily Report Don Breitinger, Pub. (e)	Don Breitinger (am)
Fresno (7)	Daily Real Estate Report (Commercial and legal) (d ex. Sat. & Sun.) 650	(20¢) $1.35	M. S. Webster Song N. A. Webster, Mgr. (e) Gordon M. Webster (am)	N. A. Webster (am)

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COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COURT AND COMMERCIAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
CALIFORNIA—Cont'd					
Los Angeles (12)	Journal (legal) (d ex. Sat.) 4,200	(10¢) (UP)	12¢ li. (1)	Mutual Newspaper Pub. Co. Telford Work, Pub. Robert E. Work (e)	Telford Work (bm)
Oakland (7)	The Inter-City Express (legal) (d) 850	(10¢)	$2.00 (per mo.)	The Inter-City Express Publishing Co. Warren K. MacDonald (e)	Clarence Laney, Mgr. Howard S. Laney (am)
Sacramento (14)	The Daily Recorder (legal) (d ex. Sat. Sun 1,500 & legal Holidays)	(10¢)	$2.00	Capital City Title Co. Allan P. Rouse (e)	Allan P. Rouse (me) B. L. Burt (am)
San Diego (12)	Daily Transcript (general information, business, legal & construction) 3,110	(15¢) (UP)	$2.66	The Daily Transcript Lydia Landon Grandier Aline Grandier Arbuckle & Edward M. Morrison (Owners & Publishers) Edward Morrison (e)	Aline Grandier Arbuckle (bus. exec.)
San Francisco (4)	Daily-Commercial News (commercial) (d) 2,601	(10¢) (UP)	27¢ li.	Recorder & Sunset Press, Inc. B. A. Hansen, Pub. Newton E. Wise, Jr. (e)	.....
San Francisco (3)	Recorder (legal) (d ex. Sat. Sun. & Legal Hol.) 1,218	(25¢)	18¢ li.	Recorder Ptg. & Pub. Co. B. A. Hansen, Pub. J. W. Kelley (e) Edward F. O'Day (Conslt. e)	B. A. Hansen (VP-gm) Claire Franklin (am)
San Francisco	Wall Street Journal (see Personnel section)				
San Jose (13)	San Jose Post-Record (legal) (d ex. Sat.) 420	(10¢)	..... (1)	Edward E. Rose, Pub. (e)	.....
Stockton	Daily Report (legal) (d) 276	(10¢)	5¢ li.	Stockton Daily Record Earl L. Lenfestey (e)	Earl L. Lenfestey (mgr.)
			FLORIDA		
Jacksonville (2)	The Financial News and Daily Record (financial and legal) (d ex. Sat.) 1,807	(10¢)	$2.00	Financial News Corporation T. G. McManus, Pres. J. F. Bailey, Secy.	J. H. McManus, Jr. (VP)
Miami (36)	Miami Review (commercial) (d ex. Sat.)	(22¢)	$2.00 (1)	Review Printing Co. G. A. Coup, Pub.	.....
			GEORGIA		
Atlanta	Fulton County Report (court news) (d ex. Sat.) 960	(10¢)	..... (1)	Daily Report Co. Frank Kempton (e)	.....
			ILLINOIS		
Chicago (2)	Law Bulletin (legal and credit) (d ex. Sat. & Sun.)	(10¢)	15¢ li. (1)	Law Bulletin Pub. Co. L. Macfarland, Pub. J. G. Stadelman, Jr. (e)	L. Macfarland, Jr. (bm)
Peoria	Daily Record (legal) (d ex. Sun., Mon. & Holidays)	($15.00 per yr)	15¢ li.	Don Blaydes, Publisher, Owner	.....
			INDIANA		
Indianapolis (4)	The Indianapolis Commercial (Business) (d ex. Sun.) 3,145	(15¢)	15¢ li. (1)	The Indianapolis Commercial Pub. Co. Wm. J. Ash, Pub. (e)	Kenneth Vann (Treas.-am)
			IOWA		
Des Moines	Des Moines Daily Record (legal) (d)	(10¢)	$1.00 (1)	Daily Record Co. E. G. McIntire, Jr. and J. W. Ver Huel, Pubs.	.....
Sioux City	Daily Reporter (legal, comm., fin.) (d ex. Sat.) 300	(15¢)	10¢ li.	The Daily Reporter W. C. Slotsky, Pub. (e)	W. C. Slotsky (am) Lawrence S. Slotsky (bm)
			KANSAS		
Wichita (6)	Daily Record (legal) (d ex. Sat.) 200	(10¢)	....	Angulo Ptg. Co. Alfred F. Angulo (e)	Alfred F. Angulo (am)
			MARYLAND		
Baltimore (3)	Daily Record (legal) (d ex. Sun.) 2,875	(10¢) (UP)	20¢ li.	The Daily Record Co. Joseph H. McGowan (e)	.....
			MICHIGAN		
Detroit (26)	Legal News Court & Commercial News (d ex. Sun.) 3,452	$21.00 yrly.	$2.50 (1)	Detroit Legal News Co. K. Stevenson (e) B. L. Thompson (mgr)	.....
			MINNESOTA		
Duluth (2)	Daily Financial Record (Mon., Wed., Fri., ex. holidays)	(10¢) ($1.25 per mo.)	.....	Knute Odegaard, Pub.	.....
Minneapolis (15)	Daily Market Record (grains, commodities) (d) 3,157	(6¢) $9.00 (per yr.)	....	Daily Market Record, Inc. H. C. Quackenbush (e)	E. C. Maul, Pres. R. J. Keohane (am)
Minneapolis (15)	Finance and Commerce (business, legal) (d)	(10¢) $18.00 (yr.)	....	Credit Publishing Co. E. C. Maul, Pres. Pub. Don F. Brooks (e)	R. J. Keohane (am)
St. Paul (1)	Saint Paul Legal Ledger (legal) (d ex. Mon.) 873	(15¢)	$1.00	Legal Ledger, Inc. H. O. Warming (e) (pub.)	H. O. Warming (bm)
			MISSOURI		
Kansas City	Record (commercial, court and real estate) (d ex. Sat. & Sun.) 841	(10¢)	9¢ li.	Mid-West Records, Inc Lee R. Graves (am) Inc. Clifford B. Smith, Pub. Elbert E. Smith, Jr., Pres.	
St. Joseph (2)	Daily Courier (legal) (d ex. Sun.) 200	(10¢)	4¢ li.	Warren Adams, Pub. (e)	.....
St. Louis (1)	Daily Record (business) (d ex. Sun. & Mon.) 2,209	(15¢)	30¢ li. (1)	Daily Record Co. Lucius B. Morse, Pub. Gene Cerulo (e)	Carl J. Teichman (bm) Pearl J. Hiemenz (am)

COURT AND COMMERCIAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
MISSOURI—Cont'd					
Springfield	Events (court and commercial) (d ex. Sat. & Sun.) 225	(10¢)	..... (1)	Earnest I. Young, Pub. Juanita J. Young (e)	.....
			NEBRASKA		
Lincoln (8)	Reporter (legal) (d ex. Sun.) 550	(10¢)	..... (1)	Gant Pub. Co. Robert L. Gant Chester W. Paul Edgar A. Cole, editors	.....
			NEW YORK		
Buffalo (3)	Daily Law Journal (legal) (d ex. Sat.) 980	(15¢)	10¢ li. (1)	Daily Law Journal, Inc. C. A. Beringer, Pub. Raymond J. O'Mara (e)	Raymond J. O'Mara (gm) Merritt N. Baker (am) Charles T. Smyth (mech. supt.)
New York (4)	American Banker (banking) (d ex. Sat.) 7,877	(10¢) $20.00 (per. yr.)	70¢ li.	American Banker, Inc. C. Barron Otis, Pres. U. E. Liptrott, V.P. C. B. Axford (e) H. C. Carswell (Exec. Ed.)	D. J. Miscione (am) W. C. Bruchlos, V.P.-Treas.
New York (4)	The Daily Bond Buyer (financial) (d ex Sat.) (Sat. edition: same rates and personnel)	($1.50)	60¢ li.	The Bond Buyer, Inc. C. Barron Otis, Chm. of Bd. George Wanders (e)	William S. Shanks (am) Leonard A. Bucci (cm)
New York (7)	Law Journal (legal) (d ex. Sat.) 7,890	(25¢)	90¢ li.	The New York Law Publishing Co. J. Foster Bowers, Pub. Archibald R. Watson (e)	J. Foster Bowers (gm) Arthur J. Cavanagh (am)
New York (4)	The Trade News Service (commercial) (d ex. Sat.) 868	....	....	Russell Pearsall News, Inc. J. I. Oislander	.....
Rochester (4)	Daily Record (bus. & legal) (d ex. Sat.) 1,430	(15¢)	15¢ li.	Daily Record Pub. Co. Russell D. Hay, Pub. Thomas J. O'Connor (e)	Russell D. Hay, Pres. and Treas. William Pfaff (am)
White Plains	Westchester Law Journal (legal) (d ex. Sat.) 437	(25¢)	$1.00 li. (1)	Frank Mallen, Pub. (e)	E. Harshman (bm)
			OHIO		
Akron	Legal News (legal) (d ex. Sat.) 880	(10¢)	$1.00	C. A. Beringer, Pub. (e)	Wm. G. Loftus (bm)
Cincinnati (2)	Court Index (legal) (d ex. Sat.) 1,450	(10¢)	..... (1)	Court Index Press, Inc.	Clifford A. Hauck (gm)
Cleveland (13)	Legal News (legal) (d) 1,740	(10¢) (INS)	$1.50 (1)	Legal News Pub. Co. Ralph E. Karlovec (e)	Ralph E. Karlovec (m)
Columbus (15)	Daily Reporter (court & com.) (d ex. Sun.) 1,450	(10¢)	15¢ li.	Reporter Publishing Co. R. O. Graham (e)	R. O. Graham (gm)
Dayton (2)	Daily Court Reporter (legal) (d ex. Sat.) 2,000	(10¢)	..... (1)	Daily Court Reporter Charles A. Beringer (Pub.-e)	Dorothy V. Dallas (bm-me)
Toledo	Legal News (court news) (d ex. Sat.) 790	....	..... (1)	Lucius C. Hunt, Pub.	.....
Youngstown (3)	Daily Legal News (legal) (d ex. Sat.) 1,000	(10¢)	$1.00 (1)	C. A. Beringer, Pub. Leonard Burch (e)	Leonard Burch (am)
			OKLAHOMA		
Muskogee	Legal Record (legal) (d ex. Sat.) 198	....	..... (1)	Hoffman-Speed Ptg. Co. D. L. & F. L. Hoffman (co-editors)	.....
Oklahoma City (1)	Daily Law Journal Record (legal) (d ex. Sun. & Mon.) 1,000	(5¢) ($15.00 car.; $18.00 mail)	3¢ first; 2¢ after	Law Journal Publishing Co. Mrs. Freda Ameringer, Pub.	Mrs. Freda Ameringer (bm)
Tulsa (1)	Daily Legal News (legal) (d ex. Sat. & Sun.) 819	(15¢)	20¢ li.	Dexter Pub. Co. Dexter Moss, Pub. Dexter Moss, Jr. (e)	Dexter Moss, Jr. (mga)
			PENNSYLVANIA		
Philadelphia	Legal Intelligencer (legal) (d ex. Sat.) 1,255	(15¢) (UP)	35¢ li.	The Legal Intelligencer Wayland H. Elsbree (e)	Walter E. Rauffenbart, VP-Treas (am)
Pittsburgh (19)	Pittsburgh Legal Journal (d ex. Sat.) 980	(10¢)	$3.50 (1)	Pittsburgh Legal Journal, Inc. Ross M. Blair (e)	Ross M. Blair, Pres. (bm) D. E. Shaw (am)
			TENNESSEE		
Memphis (3)	Daily News Financial-Trade (d ex. Sat. & Sun.) 3,110	(10¢)	$2.00	The Daily News Louise B. Jones, Pub. Wm. T. Grogan (e)	Mrs. T. G. Haymie (bm) John Paul Jones (counsel)
			TEXAS		
Dallas	Daily Commercial Record (court news) (d ex. Sun)	....	....	Mrs. E. N. Cates, Owner & Pub. & e)	.....
Fort Worth (2)	Commercial Recorder (business) (m ex. Sat.) 550	(15¢)	7½¢ li.	Recorder Publishing Co. James F. Pollock, Pub. (e)	Ben F. Ratcliff (am)
Houston (19)	Daily Court Review (court news) (d ex. Sat. & Sun.)	(15¢) $24 yr., $12 6 mos. $6 3 mos.	50¢ li.	Daily Court Review Inc. Earl M. Morin (e)	Earl M. Morin, Secty. W. R. Morin, Jr., Pres. (gm)
San Antonio (5)	Commercial Recorder (com. & legal) (d ex. Sat. & Sun.) 1,003	(10¢)	$2.00	Commercial Recorder Charles D. Treuter, (Pub.-e)	Charles D. Treuter, (gm) R. H. Dullnig (bm)
			WASHINGTON		
Tacoma (1)	Index (court & bldg. news) (d ex. Sat.) 790	....	..... (1)	J. D. Ogden, Pub. Victor J. Hedberg (e)	.....
			WISCONSIN		
Milwaukee (3)	Daily Reporter (legal) (d ex. Sat. & Sun.)	(10¢)	20¢ li. (1)	The Daily Reporter Associates Webster Woodmansee, Pub. (e)	N. N. Holesovsky (am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

ENTERTAINMENT

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Hollywood (28)	Daily Variety (d ex. Sat.) 7,914	(10¢) $8.00	Daily Variety, Ltd. Joe Schoenfeld, Pub. (e)	Syd Silverman, Pres. Charles Gerlach, Jr. (am)
Hollywood	Reporter (d ex. Sat.) 8,065	(10¢) $8.00	Hollywood Reporter W. R. Wilkerson, Pub. Don Carle Gillette (e)	George H. Kennedy (bm)
		NEW YORK		
New York (36)	Film Daily (Mot. Pict. & TV) (d ex. Sat.) 6,477	....	Wid's Films and Film Folk, Inc. Jack Alicoate, Pub. Chester B. Bahn (e) Winfield Andrus (me)	Charles A. Alicoate, Exec. Pub.
New York (20)	Motion Picture Daily (d ex. Sat.) 5,468	(10¢)	Quigley Publishing Co., Inc. Martin J. Quigley, Pub. Sherwin Kane (e)	Theo. J. Sullivan (bm)
New York (36)	*Radio Daily *Television Daily	.... (10¢)	Radio Daily Corp. John W. Alicoate, Pres. Chas. A. Alicoate (e & Pub.) Joe Morris (me)	Chas. A. Alicoate, Exec. Pub. Marvin Kirsch, Assoc. Pub. & gm Arthur Simon (am)

*Radio Annual & Television Year Book Yearly.

HOME FURNISHINGS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York (3)	Home Furnishings Daily (Home furnishings) (d ex. Sat.) 40,302	(10¢) (DJ) $1.10 li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Louis B. Goodenough (e)	L. E. Williams (am)

LABOR

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago	Vilnis (Lith) (labor) (d) 30,605	(5¢) ..... 20¢ li.	Workers Pub. Assn., Inc. Leon Yonik (e)	Jacob Pauliukas (bm-am)
		IOWA		
Bettendorf	Labor's Daily (d)	..... 36½¢ li.	Labor's Daily Ralph S. White (me)	Ralph S. White, Publisher

METALS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York	American Metal Market (steel, metals) (d ex. Mon.) 12,558	(10¢) ..... 25¢ li.	The American Metal Market Co. A. W. P. Trench, Pub. Frank Smith (e)	..... J. P. Trench (me)
	Metal Reporter (ABC) (iron, steel, metals) (d ex. Mon.)	....	National Business Press, Inc. Joseph Zimmerman (e)	R. A. Langer (am)

PETROLEUM

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago (5)	Oil Daily (petroleum) (d ex. Sat.) 7,863	(50¢) ($25.00 yr.) (UP) 80¢ li.	Oil Daily, Inc. Keith J. Fanshier, Pub. Milburn Petty (e)	William P. Sessions (gm) Edwin F. Thayer (ad)
		NEW JERSEY		
Bayonne	Oildom Daily	(50¢) ($50. qu; $160. yr.)	.....	.....

REAL ESTATE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
San Francisco (3)	Daily Pacific Builder (bldg. & eng.) (d ex. Sun. & Mon.) 4,013	(40¢) $4.50	F. W. Dodge Corp.	G. E. McGavran (pub. e)
San Francisco (8)	Edwards Abstract from Records (credit rating) (real estate) (e ex. Sat, Sun. & Legal Hol.) 326	($15) mo.) .... 18¢ li.	Recorder Ptg. & Pub. Co. B. A. Hansen, Pub. Pearl Danziger (e)	B. A. Hansen (gm) Claire Franklin (am)
		CANADA		
		ONTARIO		
Toronto	Daily Commercial News and Building Record (com'l & bldg.) (d ex. Sat.) 6,198 (ABC)	.... 20¢ li.	Daily Comercial News, Ltd. G. B. Tisdall, Pres. Clive Chattoe (e)	.....

RESORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		FLORIDA		
Palm Beach	Daily News (mS) (Dec. to mid-Apr.)	(10¢ d) (10¢ S) 17¢ li. John H. Perry Assoc. (INS)	Palm Beach News & Life, Inc. George W. Archer, Pub. Tom Penick (e)	Donald S. Greenlief (am)

RESORTS—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
Cooperstown	The Glimmerglass (resort) (d ex. Sat.— July & August only) 650	(3¢) ..... 3¢ li.	Freeman's Journal Co. Rowan D. Spraker, Jr. Pub. (e)	Harold H. Hollis (gm-am)

SHIPPING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		OREGON - WASHINGTON		
Portland (9) 718 W. Burnside	Daily Shipping News (d ex. Sat. & Sun.) 1,320	(10¢) ..... 15¢ li.	Shipping News, Inc. A. W. Howard, Pub. L. D. Dana (e)	A. W. Howard (am)

SPORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Los Angeles (27)	Daily Racing Form (Mon.) 13,952 (Tue. to Fri.) 16,540 (Sat.) 24,187 (ABC)	(50¢) (RN-UP) 36¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	J. G. O'Brien (bm) Leon Waldman (am)
		FLORIDA		
Miami (37)	Daily Racing Form (Mon.) 8,221 (Tues. to Fri.) 7,156 (Sat.) 9,526 (Not issued May 1 - Oct. 31) (ABC) Mar. 31, 1957.	(50¢) (RN-UP) 22¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	R. A. Swanson (bm) Leon Waldman (am)
		ILLINOIS		
Chicago (5)	Daily Racing Form (Mon.) 36,454 (Tue. to Fri.) 28,198 (Sat.) 39,309 (Mar.31, '56) (ABC)	(50¢) (RN-UP) 36¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	Herbert S. Kamin (bm) Leon Waldman (am)
		NEW YORK		
New York (1) 250 W. 30th St.	National Program (sports, general news) (d ex. Sun.)	....	The Armstrong Daily, Inc.	Herbert Wasserman, Pres.
	The Armstrong Daily (sports, general news) (d ex. Sun.)	....		
		WASHINGTON		
Seattle (5)	Daily Racing Form (d ex. Sun.)	(35¢) (RN-UP) 14¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	Clio Hogan (bm) Leon Waldman (am)
		CANADA		
		ONTARIO		
Toronto (1)	Daily Racing Form (d ex. Sun.) (Mon.) 8,802 (Tue. to Fri.) 6,312 (Sat.) 9,808 (ABC) Sept. 30, 1957.	35¢ Tor. 50¢ oth. (RN-UP) ..... 15¢ li.	McMurray Publishing Company, Ltd. J. Samuel Perlman, Ed. & Pub.	David Schultz (bm) Leon Waldman (am)

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

The primary function of Newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge an of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissoubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American Journalism, these canons are set forth:

(1) Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) Decency—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional combination.

NEWSPAPER MAT SERVICE DIRECTORY

ADPLANS-ASSOCIATED SERVICES
7960 S. W. Parraway Dr., Portland 1, Ore.
"Charm Chat" beauty hints advertising column for Beauty Shops (weekly)
"Now You Know" advertising column for Insurance Agencies (weekly)
"Auto Rhymes" small ad series for auto repair shops (weekly)
"Helpful Hints" column for stores directing advertising to women (weekly)
"Words of a Creed" small ad series for Funeral Directors (weekly)
"Dollar Signs" personal loan display ad series for Lending Agencies (weekly)
"Snapper" small ad series for camera shops (weekly)
"Silhouettes" small merchandising ad series for drug stores. 65 ads.
"Watch Words" small ad series on watch sales and service (weekly)
"Better Cleaning" ad series for dry cleaners (weekly)
"The Gardener's Corner" question and answer column for nurseries (weekly)
"You Get What You Pay For" series of 12 ads for insurance agents' associations.
"Headlines" small ad series for insurance or real estate agents or auto repairs (weekly)

ADVERTISERS EXCHANGE, INC.
381 Fourth Ave., N. Y. 16, N. Y.
"Food Service A" for markets using large space layouts. Headings, copy, borders and boxes; illustrations of meats, produce, baked goods, dairy products and currently nationally advertised items; hand lettered words and prices (monthly)
"Food Service B" for markets using medium space. Has all the features of Food Service A but in smaller sizes (monthly)
"Food Service FAMP" for large space multiple outlet ads. Headings, copy, borders and boxes; illustrations of meats, produce, baked goods, dairy products and currently nationally advertised items; hand lettered words and prices (monthly)
"Drug Service A" for drug stores using large space layouts. Headings, copy, decorative material and fast-selling traffic items. Nationally Advertised Brands Library. 9 Libraries of drug store sundries. Full prescription service and truss and supporter ads (monthly)
"Drug Service B" for drug stores using medium space. All the features of Drug Store A Service except in smaller size (monthly)
"Ethical Drug Service" prescription department advertising, 1 and 2 column size, truss and supporter ads for promoting professional services (monthly)
"Medical Mirror" up-to-date health column. 1 col. x 6 inches, and 2 col. x 8 inches. Illustrated (quarterly)
"Irha Hardware Service" prepared in collaboration with National Retail Hardware Association and its affiliates. Headings, layouts, copy, decorative material—15 merchandise mat libraries constantly revised (monthly)
"Lanky Planky Lumber Service" prepared by Stevens Advertising Agency, Indianapolis, Ind. for lumber and building material merchants. Layouts, headings, copy; merchandise illustrations (monthly)

APOLLO AD SERVICE, INC.
P. O. Box 1663, York, Pa.
Automotive Newspaper Advertising Mat Service (monthly) and Automotive and Hardware Catalogs.

ASSOCIATED LUMBER DEALERS ADVERTISING AGENCY, INC.
317 Board of Trade Bldg., Indianapolis 4, Ind.
(Mat service for lumber and building supply dealers.) (monthly)

R. C. BANKER & CO., Established 1912
822 Farwell Bldg., Detroit 26, Michigan.
National Furniture Service (monthly)
New Era Furniture Service (monthly)
Promotion Furniture Service (monthly)
Quality Furniture Service (monthly)
"Ad-of-the-Week" Furniture Service (monthly)
Newsprint & Offset Circulars
Window Display Kits
Dealer Mats for Manufacturers
Campaigns and Planned Promotions

LOUIS A. BRANDENBURG, ADVERTISING
P. O. Box 7121 Tulsa 16, Oklahoma
Mat Service for First National Banks only. Seven ads issued monthly.

CRAMER-TOBIAS, INC.
515 Madison Ave., N. Y. 22, N. Y.
Women's Fashion Advertiser. (DeLuxe ready-to-wear and accessories for large space users. Resource list and copy suggestions.) (6 times yearly)
Special Women's Fashion Service. (Ready-to-wear and accessories for large space users. Resource list and copy suggestions.) (6 times yearly) (Accomodation Art Service)
Fur Fashion Advertiser. (copy suggestions) (Photos and sketches.) (quarterly)
Quality Fur Service. (sketches) (medium and small size ads) (copy suggestions) (2 times yearly)
Retail Feature Advertiser. (copy suggestions) (Department Stores. All departments.) (quarterly) (c)
Jewelry Advertiser. (copy suggestions) (Prestige service for better cash and credit jewelers) (Spring, Summer, Winter-Christmas)
Fine Jeweler's Ad-Man (A junior-sized edition of the Jewelry Advertiser)
Promotional Jewelry Service (Credit and installment jewelry service with promotional emphasis) (6 times yearly)
Christmas Advertiser (copy suggestions) (All departments.) (annually)
Christmas Banner Caption Service (a Christmas service supplement for the larger department and specialty stores.)
Brilliants. (package) (Series of 52 small ads for better jewelry stores.)
Women's Specialty Store. (Christmas service) (annually)
"Younger Set Fashion Advertiser" (ready-to-wear and accessories for infants through teens) (resource list and copy suggestions) (quarterly)
Special Holiday Service. (Christmas and New Year's greeting ads) (quality art) (annually)
Sports Gems. (Jewelry service featuring diamond jewelry with sports thematics) (package) (60 ads)
Accommodation Art Service. (made-to-order women's fashion cuts)
Charge Account Service. (A 26-ad campaign to attract new charge customers for department stores.)

VINCENT EDWARDS & CO.
342 Madison Ave., N. Y. 17, N. Y.
Beauty Shop (2 issues a year)
Casco Fur (quarterly)
Century Department Store (quarterly)
Century Furniture
Drug (quarterly)
Hardware-Housewares (2 issues)
Food Advertising (monthly)
Funeral Directors (2 issues a year)
Jewelry (quarterly)
Laundry and Cleaners (2 issues a year)
Little Cuts General Newspaper (quarterly)
Men's (quarterly)
Personalized Bank (6 issues a year)
Public Utility (6 issues a year)
Sporting Goods (2 issues a year)
Sterling Shoe (6 issues a year)
Editors and Advertisers Treasure Chest (once a year)
Idea Services:
Bank Ad-Views (monthly)
Food Ad-Views (monthly)
Furniture Ad-Ideas (monthly)
Modern Display (monthly)
Public Utility Ad-Views (monthly)
Retail Ad-News (monthly)
Transportation Ad-Views (monthly)
Vincent Edwards Idea Clipping Service (weekly)

EVANS & BRISEBOIS
Lafayette Bldg., Detroit 26, Mich.
Evans and Brisebois Furniture Service. (Middle grade promotional.) (monthly)
Continental Furniture Service. (Medium to high grade) (monthly)
Chainway Furniture Service. (Promotional for installment stores.) (monthly)
Admaker Furniture Service. (Promotional) (monthly)
Western Supplement (Featuring west coast Merchandise) (semi-monthly)
Planned Promotions (Full page special feature Ad-series)

EYE CATCHERS, INC.
207 E. 37th St., N. Y. 16, N. Y.
"Stock-Photo Center, U. S. A."

L. FISH FURNITURE CO.
2225 W. Pershing Rd., Chicago 9, Ill.
Furniture Mat Service, for retail furniture stores. (Illustrations of furniture, rugs, radios, television, refrigerators, washing machines, etc.)

GENTLEMEN'S FASHION APPAREL ADVERTISER
400 Madison Ave., New York, N. Y.
Men's Fashion Mat and Copy Service.

GOLDE ADVERTISING CO.
130 E. 40th St., N. Y., 16, N. Y.
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Fur Photos and Fur Mats (3 times yearly)
Evans Fur Co. (Photos) (3 times yearly)
Stevens & Associates Fur Mat Service (monthly)
Women's Specialty Store Mailing Cards (monthly)
Fur Storage and August Booklets (semi-annually)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices are Low at" series and mats (60 ads)

GRAY-MOORE AGENCY
6671 Sunset Blvd., Hollywood 28, California
"Little Folks" cartoon series of 52 mats. Size 3 column by 2 inches deep. Leased exclusively to a market or grocer in each town. Full page, half page and quarter page layouts (packaged.)
"Uneeda Friend" Cartoon series of 52 to 365 mats. Size 1 column by 2 1/2 inches. Leased exclusively to a loan company in each town (packaged)
"Quizmaster" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"The Triplets" Cartoon series of 52 to 104 mats. Size 2 column by 1 3/4 inches deep. Leased exclusively to one merchant in each community (packaged)
'He Hasn't Switched" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"Jingle Gems" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one jeweler in each community (packaged)
"Willie Clean and Willie Washer" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one cleaner or one laundry in a community (packaged)

Always New, Fresh, Colorful!

ALERT to the latest trends in merchandising and promotion, ABREAST of the newest techniques in newspaper advertising, AWAKE to newspapers' current servicing needs and linage-building opportunities . . .

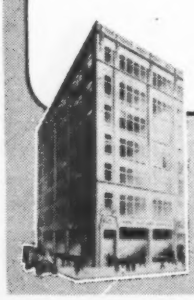
METRO NEWSPAPER SERVICE

is always FIRST with the MOST of the BEST in newspaper advertising illustrations, attention compellers, headings, mortices and copy. Every monthly issue brings you a *fresh, new approach* to your day-to-day servicing requirements PLUS plenty of on-the-ball space-selling inspiration . . . practical, purposeful, productive IDEAS (many of which are completely visualized) on which to build successful promotions.

MORE Newspapers use METRO NEWSPAPER SERVICE than ALL OTHER Newspaper Advertising Mat Services . . . Because Metro DOES MORE for Newspapers.

OTHER METRO SERVICES: Metro Department Store Service • Metro Fashion Review • Metro Greater Sales Service • Metro Greetings Services • Metro Special Section Services, and many others.

Contact our representative or write . . .



METRO ASSOCIATED SERVICES, Inc.

Means PLUS BUSINESS for Your Newspaper

80 Madison Avenue • New York 16, N. Y.

Metro Newspaper Service is TWO-ways colorful. First of all, its black-and-white art treatments have the "color" and sparkle of imaginative thinking and fresh techniques. Then, too, Metro is

WAY OUT IN FRONT ON

R. O. P. COLOR COVERAGE

Many months ago, Metro, anticipating the upsurge in R.O.P. color advertising, began to make available to its subscribers a MONTHLY supply of COLOR MATS, specially prepared for printing in from two to four colors. ALL WITHOUT EXTRA CHARGE!

NEWSPAPER MAT SERVICE DIRECTORY—Continued

"Tot-toons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one infants wear or infants accessory shop in each community (packaged)
"Lafftoons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each community (packaged)
"Ad Laffs" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one newspaper in each community as a classified section business booster (packaged)
"T. V. Jingles" Cartoon series of 52 mats. Size 1 column by 2 3/4 inches deep. Leased exclusively to one appliance or television store in a community. (packaged)
"Let's Talk It Over" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Television Notebook" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Musically Yours" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Camera Clicks" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community (weekly)
"A Thought For Today" Leased exclusively to one mortician in each community (weekly)

Note: All the above campaigns include copy, posters, signature cut and header and all services listed above are leased on an annual basis.

Note: Lafftoons are also leased to Newspapers as an editorial feature.

RALPH HEINEMAN, INC., ADVERTISING
33 W. Randolph St., Chicago 1, Ill.
Marshall Field & Co. Department Store Service (weekly)
Carson Pirie Scott & Co. Department Store Service (weekly)
John Shillito Co. Department Store Service (weekly)
Marshall Field & Co. Fashion Service (weekly)
Carson Pirie Scott & Co. Fashion Service (weekly)
John Shillito Co. Fashion Service (weekly)
Field, Carson and Shillito House-furnishings (weekly)
Ad Aid Advertising Service (semi-annually)
Copywriter's Time Saver (monthly)
Art-by-Mail Service (on order)
Thumb-Nail Mat Service (Dept. Store) 3 times yearly)

SYLVIA HOLZMAN ADVERTISING AGENCY
Morgan Bldg., Portland, Ore.
Ethical prescription advertising service for drug stores. Consists of 52 illustrated "professional" type advertisements planned to promote prescription business. The series is available in individual 2 col. 6 inch mat sizes, all complete with illustration and copy. Costs based on population served. The service is sold on yearly subscription basis, to one firm only in each restricted trade area.

HOUSE OF IDEAS
1132 W. Peachtree St., N.W., Atlanta 9, Ga.
Super Market Mats and Merchandised Advertising Services. Food (exclusively)
Annual Super Market Program. 180 Pages of Advertising Material, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Quarterly Super Market Programs. 45 Pages of Advertising Materials, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Monthly Super Market Program. 15 Pages of Advertising Materials, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Special Promotions Library. Commodity classifications for special super market promotion.
Other Super Market Special Services. Provide kits for successful store opening, shopping center openings, anniversaries, premium promotions and others.

INCO ASSOCIATES
P.O. Box 1083, Chicago 90, Ill.
Funeral Directors Public Relations Program. Specially prepared copy service.

KEISTER ADVERTISING SERVICE
Strasburg, Virginia
"Support the Church" Advertising Program. (over 550 different 5 column and 3 column ads.) Church or local sponsorship (weekly)

KIRBY, J. B. (RED)
Powell Station, Tenn.
623 Spring St., Atlanta, Ga.
Eight Fine Furniture & Fashion Services
Weekly Service of America's Top-Flight Department Stores. Art By Mail service.

LOUIS LACHOW ADVERTISING AGENCY
511 Locust St., St. Louis, Missouri
Famous-Barr of St. Louis (The May Co.) Dept. Store Service (weekly)
Stix, Baer and Fuller Dept. Store Service. (Medium and high grade.) (weekly)
Scruggs Vandervoort Barney Dept. Store Service. (Medium and high grade.) (weekly)
Budget Department Store Service. (semi-monthly)
Agency Fur Service. (Medium and high grade) (monthly)
Food Service. (Super Markets) (monthly)

VNF Meat Promotion Newspaper and Point of Sale
Automobile Service. (Used car and Service) (drop shipment)
Laundry and Cleaning Service. (drop shipment)
Homefurnishings and Housewares (drop shipment)

LIQUOR STORE PROMOTIONS, INC.
152 E. 40th St., New York 16, N.Y.
Contact: Mr. C. Frank Jobson, Pres., 423 E. 54th St., New York 22, N.Y.
FREE (to requesting newspapers) a kit containing mats and repro proofs of all major, nationally distributed liquor and wine brands; plus original seasonal artwork and sample layouts—all designed for use by retail liquor stores.

LONGCREST ADVERTISING SERVICE
46 Summer St., Boston, Mass.
High Quality jewelry service syndicated by Thomas Long Co. Jewelers (3 times yearly, spring-summer-fall)

LOREN-SYLVAN-DARRYL ADVERTISING
511 Locust St., St. Louis Missouri
"E-Z Food Ads" (monthly)
Food-A-Lines (drop shipment)
Dept. Store Headings & Prices (Sale-Aids) (drop shipment)
Complete Food Illustration Library (drop shipment)
"Nulz-'Boltz" Promotional (Borax) newspaper mat service pages and 5 col. (drop shipment)

McGINNISS & SLOMAN, INC.
515 Madison Ave., N. Y. 22, N. Y.
J. L. Hudson & Co. (Complete Department Store Services) (weekly)
J. L. Hudson & Co. Ready-to-Wear (weekly)
J. L. Hudson & Co. Furniture and Household (Twice a month.)

MASTER NEWSPAPER SYNDICATE, INC.
320 East 39th Street, New York 16, New York
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home Furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices Are Low At" series and mats (60 ads)
Insurance Cartoon Service (58) 1 col. ads (packaged). (58) 2 col. ads (packaged)
Dry Cleaners/Laundries Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Liquor Store Cartoon Service (52) 1 col. ads (packaged). (52) 2 col. ads (packaged)
Real Estate Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Little Chef Cartoon Service for Restaruant—Dinners (50) 1 col. ads (packaged). (50) 2 col. ads (packaged)
Vic Voltage Cartoon Service for Electrical Appliance Stores (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)
Health Series for Pharmacies or General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged).
Sports Series for General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)

MELISSE SERVICES
310 E. 55th St., New York 22, N. Y.
"Around Town With Melisse" advertising cartoon series. Size 2 columns by 5 inches deep. Package series of 26 to 52 cartoons each. Franchized exclusively to one newspaper, department store or specialty shop in each town—(a combination institution and fashion feature.) Each cartoon a complete ad-unit consisting of title "Around Town With Melisse," and illustrating a different situation with matching sales quip for insertion of store name. Trademarked, copyrighted. Information on additional variety series and services upon request. (packaged)

METRO ASSOCIATED SERVICES, INC.
80 Madison Ave., N. Y. 16, N. Y.
Metro Newspaper Service (general newspaper advertising mat service covering all classifications; issued in Senior and Junior Editions, accompanied by Metro's PLUS BUSINESS; Spring and Fall fashion supplements with Senior Editions) (monthly)
Metro Department Store Service (general advertising mat service for stores covering all departments with emphasis on Fashions, Men's and Boys' Wear and Housewares, accompanied by Metro's Copy Digest and Merchandise Sources Key) (monthly)
Fashion Review Department Store Service (full coverage of major departments with emphasis on Fashion, including original pattern ads with copy and accompanied by "Copy Clues") (monthly)
Fashion Review Service (for quality fashion shops including original pattern ads and copy and accompanied by "Copy Clues") (monthly)
Metro's Greater Sales Service mat service for popular priced department stores; includes original "Copy Slants" (monthly)
Metro's Completely Prepared Special Sections Service (covering Back to School, Christmas Gifts, etc.) (seasonally)
Metro's Christmas Greetings Service (greetings ads with text matter as well as illustrations matted) (annually)
Metro's New Years Greetings Service (greetings ads with text matter as well as illustrations matted) (annually)
Metro's Book of Anniversary Illustrations (catalogue of matted hand lettered headings, spots and attention compellers (periodically)
Metro's Special Food Library #5 (a fifty-eight page kit of headings, mortises, produce, meats and other essential food illustrations covering year 'round requirements of the grocery store) (periodically)
Metro's Home Essentials—Fourth Edition (a new library of matted illustrations covering housewares, home furnishings, etc.) (periodically)
Metro's Book of Cuts, Series No. 6 (an assortment of more than 3,000 basic illustrations available matted or as cuts or casts (periodically)
Metro's Book of Headings (a 44 page library of matted sales headings, alphabets, numerals, mortices.)
Bank Campaign (twenty-six 2 column ads covering all services offered by the commercial bank) (periodically)
Building Supply and Hardware Service, No. 2 (a library of illustrations covering building supplies, plumbing, paint, lumber tools, gardening, etc. (periodically)

(Continued on Page 312)

THE WORLD'S FINEST
NEWSPAPER ADVERTISING SERVICE

A GENERAL NEWSPAPER SERVICE DESIGNED FOR NEWSPAPERS THAT WANT TO SELL MORE SPACE AT MINIMUM PRODUCTION COSTS

● THE STAMPS-CONHAIM SENIOR NEWSPAPER SERVICE is a complete monthly issue encompassing art, copy and layouts for the average daily newspaper. Six special editions — editorial and pictorial — are included each year with this service at no extra cost.

● STAMPS-CONHAIM also has available two editions for smaller newspapers.

● NEW! STAMPS-CONHAIM'S Quarterly Food Service — AND — a special Quarterly Savings and Loan Association Service.

Other Stamps-Conhaim Services For Special Selling Needs:
● Christmas Greeting Service ● New Year Greeting Service ● Companion Selling Greeting Service
● Background Screen Library
● Miniature Cut Library
● Food Library: Headings and Items
● Ad Tool Library
● General Heading and Special Event Library
● Floor Covering Library
● Curtain and Drapery Service
● Lefebvre Quality Furniture Service
● NEW! "Old Fashioned" Library

FOR PROOF BOOKS, RATES AND ADDITIONAL DATA, WRITE TO
STAMPS - CONHAIM - WHITEHEAD, INC.
555 NO. LA BREA AVE., LOS ANGELES 36, CALIFORNIA
101 FIFTH AVENUE, NEW YORK 3, N.Y.

PRINT ROP COLOR
In Your Newspaper

You can do it at low cost with ROP Color Service material!

In The Weekly Color File which all ROP Color Service subscribers receive, they get more than 65 ROP Color tear pages each week—the cream of the crop provided by contributing newspapers in all parts of the United States.

Each week the Color File brings you editorial and advertising color pages, original color features, idea pages.

You get original retail, cooperative and general advertising color units.

To assure quality printing, we supply high grade plates and mats—at economy prices.

Quick service, too—mats shipped 48 hours after order is received.

Many mats for original advertising color pages are provided by manufacturers free to dealers. Many editorial feature pages are available free to subscribers, too.

HAVE YOU SEEN THE ROP COLOR SERVICE BROCHURE?
Its 200 color tear pages illustrate range, versatility, flexibility and economy of the ROP Color Service. It's FREE to newspapers. Call or write for further details.

THE MILWAUKEE JOURNAL
ROP COLOR SERVICE®
FOR NEWSPAPERS

333 W. State St., Milwaukee 1, Wis. BRoadway 1-6000
® Trade Mark Registered

NEWSPAPER MAT SERVICE DIRECTORY—Continued

(Continued from Page 311)

METRO. ASSOCIATED SERVICES, INC. - Cont'd.

Farm and Livestock Library #2 (matted illustrations of livestock, feed, seed, crops, farm buildings, fairs and farm machinery) (periodically)
Diamond Facts (26 ads pertaining to the history of Diamonds) (periodically)
Drugs and Sundries Service (a catalog of matted illustrations including attention compellers, headlines, mortices, drugs, cosmetics, etc., for year 'round use) (periodically)

MEYER BOTH COMPANY
Michigan Ave. at 20th St., Chicago 16, Illinois
"Feature" General Newspaper Advertising Service. (A basic general service.) (monthly)
Lotta Value Food Service, the most unique retail food promotion service devised. Prepared ad layouts ready for inserting items. (monthly)
Department Store Service. (Popular and medium prices.) (monthly)
Manhattan Stylart Fashion Advertising. (Exclusive fashion art service for medium to better price specialty shops. Includes layout, copy.) (monthly)
Planned Promotion Menswear Service. (monthly)
Metropolitan Line Menswear Service. (semi-annually)
Boyswear Folio. (High quality. Includes two basic staple merchandise and events books with illustration flashes.) (semi-annually)
Menswear Folios. (High grade men's wear stores and department stores. Art, layout, copy. Includes two staple merchandise and event books, illustration flashes.) (semi-annually)
Simons Micelson Jewelry Services. (Available in four editions, Jr. and Sr. sizes) (monthly)
Furniture (monthly)
Canadian Supplements Special Material for Canada's stores and newspapers.
Popular Furniture Service (monthly)
Practical Furniture Service (monthly)
De Luxe Furniture Service (monthly)
Ad of The Week. (Promotional and Account Opener items for Furniture Stores. Includes ads in two sizes with mats on a special item developed by Retail Stores service with best resources.) (weekly)
Housewares and Home Furnishings Folio. (A complete book of new high quality art, on basic home furnishings and housewares.)
Furniture Item Folio. (Highly specialized folio of merchandise features and items. Layout themes, headings, ad tools.)
Master Poses. (High grade art work of merchandise sketched from stock. Men's, Boys' and Women's classifications.) (regularly)
Christmas Folio. (Exclusive high grade Dept. Store campaign covering most advertised dept. and items.) (annually)
Fur Storage Campaign (annually)
Sales Promotion Plan Book. (Hundreds of headings, layout formats, mortises ad tools, etc.) (annually)
Retailers' Promotion Kit #2. (19 pages of structural layout with art ready for merchandise fill-in. All types stores)
Retailers' Promotion Kit #3. Special sale, promotion and special event retail promotion, with layout formats. (annually)
Retailers' Promotion Kit for Christmas. Hundreds of headings, mortises, features, etc., for all types of Christmas ads. (annually)
Prescription Drug Campaign #1. (52 continuity ads discussing important discoveries and advance in the history of medicine. Ethical.)
The Education of a Pharmacist. (52 ads with additional ad tools, exploiting the facilities of the pharmacist as a key person in the well-being and health of the community.) (annually)
Researched Retail Ads, (Ad-Review and merchandising trend publication. Articles, reproduced ads, etc.) (semi-monthly)
W. C. Both Folio. (Special collection of "gems" from W. C. Both gallery.)
Anniversary Folio. (12 pages of illustrations. Store or newspaper usage.)
Building & Lumber Supplies Ad Kit. Comprehensive program, with mats, providing hundreds of authentic building and lumber supply items, prepared layouts, headings, coal campaign, supplementary ad tools, borders, headings. Great variety of sizes from 8- to 1-column. (annually)
Holiday Greetings Service 215 ads in 1, 2, 3 and 4-column sizes. All new and different. Art and copy matted, ready for logo drop-in. Biggest production ever offered in this field. May be purchased in Junior edition containing 1 and 2-column ads only. (annually)
New Year Greetings Service companion service to Holiday Greetings. Permits combination sale of both ads at same time. Art and copy matted for logo drop-in. 1, 2, 3 and 4-col sizes. Available in Junior edition. (annually)
Christmas Gift Supplement local level retail appeal. Offers Christmas Gift Photos, editorial material, tie-in local ads.
Christmas and New Year Greetings Service combination of matching ads for double-sale of Christmas and New Year greetings ad. Art and copy matted. 1,2,3,4-col. sizes (annually)

MILLER ADVERTISING SERVICE CORP.
221 W. 57th St., New York, N. Y.
Miller Automotive Merchandising and Promotion Service (a monthly service consisting of approximately 35 ads of varying sizes for use of Automobile Dealers . . . as well as adaptations of some of these ads for use in real estate or classified promotion. Layouts, mats, and copy are included.

MILWAUKEE JOURNAL, THE
(ROP Color Service for Newspapers), 333 W. State St., Milwaukee 1, Wis.

MORSE, HERBERT A. (Marketing & Promotion)
141 East 44th St., New York 17, N. Y.
Personality Ad series (12 ads available, 6 mats per set) exclusive basis, for supermarkets.

MULTI-AD SERVICES, INC.
100 Walnut St., Peoria, Ill.
The Ad-Builder. (An ad layout system in mat form designed to combine all the essentials of good newspaper space selling. Ad-Mounts supplied make possible effective Visual Presentations. Ready-to-Sell Layouts provide fast-to-use ideas. Case Histories supply tested ideas plus proof of results. Mat masking technique creates amazing flexibility. Entire system organized for fast and easy use through Instant Selector Storage facilities supplied.) (Monthly)
The Ad-Builder Color System. (An ad layout system in mat form similar in character in all respects to Ad-Builder but adapted for spot color or one color and black runs for ROP Color selling at the local level). Published monthly and includes a Color Starter Kit that provides a complete manual to explain color techniques heretofore unexplored by newspapers generally, including techniques to adapt much of the services furnished by the publishers of general mat services for spot color.
Multi-Ad Christmas Folio. (Forty pages of mats supplying a new approach to an old problem. Suitable for newspaper or large retail advertiser.) (Annual)
Multi-Use Clipper. (A versatile art service using the scissors technique. Clip and reproduce. Contains illustrations, cartoons, backgrounds, screens, mailing piece layouts, layout devices, plus ideas for effective usage. An essential for newspaper promotions of all kinds including circulation and classified. No mats. All pages printed on enamel stock for fine reproduction.) (Monthly)

NATIONAL ADSERVICE
P.O. Box 1083, Chicago 90, Ill.
Grocery Service (quarterly)
Drug Service (weekly, every-other week, monthly)
Ad-Builder for Cut-Rate Drug Stores (annually)
52 week Prescription Program (annually)
52 week Meat Program (annually)
Funeral Home Copy Program.

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Retail Sales Idea Library (A report of current linage building ideas issued 3 times monthly.)
Classified Sales Idea Library (General Classified Advertising Service issued 3 times monthly.)
Store Thinking (A Review of Department, Specialty, Men's and Furniture Store advertising issued weekly and monthly.)
Individualized Ad-Clipping Service (Issued weekly, bi-monthly and monthly covering 75 principal lines of business.)
Display Idea Library (Photo reports of interior and window displays in both color and black-and-white issued weekly and monthly.)
Shopping Center Mat Service (A complete promotion package for suburban shopping centers. Issued monthly)

NATIONAL RETAIL HARDWARE ASSOCIATION
964 N. Pennsylvania St., Indianapolis 4, Indiana.
Free mats for association members, seasonal merchandising promotions; in 2-col, 10-in., 3-col., 15 in. sizes. Ready to cast except for item prices and store signature. Also free mats tieing in with 2 big annual promotions: irha Hardware Week in April; irha Family Gift Center in November. These mats sent to all 23,000 members stores-not available directly to newspapers.

NATIONWIDE FEATURES SYNDICATE
6671 Sunset Blvd., Hollywood 28, California
"Hollywood Hannah" cartoons series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one department store or specialty shop in each town. (packaged)
"Cactus Cal" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in his respective business in his town. (packaged)
"Sportoons" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Exclusively to one merchant in his respective business in his town. (packaged)
"Junior" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each town. (packaged)
"Tasty Toons" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one baker in each town. (packaged)
"Willie Watt" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one electrician or appliance dealer in each town. (packaged)
"Freddie Fix-it" cartoon series of 52 to 365 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one plumber or plumbing supplies house in each community. (packaged)
"Cy Cylinder Strip" cartoon series of 52 to 156 mats. Size 3 columns by 2 inches deep. Leased exclusively to an automobile dealer in his respective town. (packaged)
"Cy Cylinder Sez" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to a garage, service station or kindred business in each town. (packaged)
"Half Pints" cartoon series of 52 to 208 mats. Size 1 column by 3 inches deep. Leased exclusively to one dairy in each town. (packaged)
"Mr. 2 x 4" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one lumber or building materials firm in each town. (packaged)
"Big Town Folly(s)" cartoon series of 52 mats. Size 3 columns by 3 3/4 inches deep. Leased exclusively to one newspaper, bank or civic group in each town, as a public service or special edition feature. (packaged)
"No Matter How You Look At It" cartoon series of 52 mats. Size 1 column by 2 inches deep, also 2 column by 3¼ inches deep. Leased exclusively to one T. V. Station in a viewing area, also leased as a T. V. repair service, in each town, (packaged).
Note: All the above campaigns include copy, posters, signature cut and header, and all services listed above are leased on an annual basis.
Note: Hollywood Hannah, Cactus Cal, Sportoons and Junior are also leased to Newspapers as an editorial feature.

NEWTON SERVICE CO., INC.
c/o Jerry Lichtman Co., 7916 Empire State Bldg. New York 1, N. Y.
Optometrists and Opticians Service. (Three sizes: a.) 42-line by two column ads; b.) 98-line by one column ads; c.) 84-line by two column ads.) (monthly or package)

HOWARD PARISH CLASSIFIED ADVERTISING DEVELOPMENT SERVICE
2900 N. W. 79th St., Miami 47, Fla.
A complete monthly Classified advertising service, including promotion with art and mats; original art and copy plus comprehensive ideas exchanges for real estate, automotive, retail and miscellaneous copy, etc.; management, sales-training and copy-writing instruction material; plus frequent timely special sections.
Automotive Display Mat Service. Original art, layout and copy (and mats) for Classified Display or ROP Display auto sales.

READY-TO-PRINT ADVERTISING SERVICE
P. O. Box 112, Duncan, Oklahoma
Series of Christmas and New Year Greeting ads. (Units of 500 inches and a variety of ad sizes.) (annually)
"Steps of Progress" series of 18 full page civic pages in mat form, emphasizing community advantages and progress. (Annually)

RETAIL REPORTING BUREAU
(A division of Milton B. Conhaim, Inc.) 101 5th Ave., N. Y. 3, N. Y.
"Views and Reviews Display Reporting Service." Photographs in full color of New York department and specialty store windows. (weekly)
"Store Planning and Interior Display Service." Photographs in full color of new stores, new departments and new interior displays of stores throughout America. (monthly)
"Suburban Store Display Library." About 300 photographs of major departments of new suburban stores located throughout America. In color and black and white.
"Retail Advertising Week." Reproductions of Department and Specialty Store advertising. Available in two sizes—11 x 17" (King Size) or 8 1/2 x 11" (weekly)
"Promotional Selling Sense." Reproductions of promotional type of advertising of Department, chain and Specialty Store Advertising. File drawer size. (three times monthly)
"Men's Clip Review." Reproductions of outstanding Men's Wear ads together with photographs of Men's Wear displays. File drawer size. (semi-monthly)
Men's Art Service. Men's and boys' wear. Quality art appeal. (monthly)
Men's Art Photoprints. Matte Prints of Men's Clothing advertising illustrations. (monthly)
Executive Series of Men's Drawings. Original drawings of men's clothing. (semi-annually)
"Shoes on Parade." Reproductions of shoe ads in all price lines. (weekly)
"Jewelry Clip Review." Reproductions of costume jewelry ads in all price lines. (semi-monthly)

R O P COLOR SERVICE FOR NEWSPAPERS
c/o The Milwaukee Journal, 333 W. State St., Milwaukee 1, Wis.
A weekly file of newspaper R O P Color which brings subscribers an average of 66 pre-prints and tear pages each week including editorial color, advertising color, idea pages, co-operative color pages provided by manufacturers and seasonal feature pages provided to the service by subscriber newspapers and national advertisers. High grade color reproduction material available at low cost including Lake Shore Super Bista mats for direct casting of press plates.

SC SYNDICATE
230 E. Ohio St., Chicago 1, Ill.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26, Mich.
"A" Jewelry Service. (Black, bold, popular appeal. Includes credit.) (monthly)
"AA" Jewelry Service. (Complete quality service. Light, dignified illustrations. Includes credit.) (monthly)

SPECIAL CORRESPONDENTS, INC.
230 E. Ohio St., Chicago 11, Ill.
Editorial Publicity Service. (1 column or 2 column pictorial releases with heading and caption copy, includes signed statements from 4,500 publishers requesting their services; includes mailing, type setting, engraving, mats, proofs, securing all available clippings sent as proof of usage.)
"Your Home" (Women's editorial column stylized for publicity releases. Includes use of column heading, artwork, editing, postage, production, distribution and clippings.)
Complete Manufacturers' Mat Service and Dealer Ad Campaigns. (Includes all mechanical work.)
Complete production and distribution of newspaper dealer advertising campaigns for manufacturers.

STEVENS ADVERTISING AGENCY
317 Board of Trade Building, Indianapolis 4, Ind.
Lanky Planky. (Mat service for lumber and building supply dealers.) (monthly)

STAMPS-CONHAIM WHITEHEAD, INC.
101 Fifth Ave., New York 3, N. Y.
555 N. La Brea Ave., Los Angeles 36, Calif.
Stamps-Conhaim Senior Newspaper Advertising Service Covering all General classifications and a complete Merchandise Section. Included are Spring and Fall Fashion Supplements plus special Supplements on Home & Garden, Do It Yourself, Young and Fall Fashions, Father's Day, Back-to-School, Christmas Gift Preview Edition and others which are determined by surveys. (monthly)
Stamps-Conhaim Special Monthly Service (General Newspaper Advertising Mat Service covering all classifications. A Newspaper Service for weekly newspapers. (monthly)
Premier General Newspaper Advertising Service (General Newspaper Mat Service covering all classifications planned for smaller daily and larger weeklies. An intermediate Edition. (monthly)
Stamps-Conhaim Monthly Merchandise Advertising Service (Covering department store, women's apparel, shoes, furniture, home furnishings, plus layouts and copy. (monthly)
Special Feature Supplements including advertising and editorial text and photos for: Home & Garden, Back-to-School, Christmas, Father's Day and others as determined by surveys. These special supplements are supplied at no additional charge to all subscribers to Senior Services, and are also available at nominal charges to subscribers of smaller forms of service and to non-subscribers. (periodically)
Special Spring and Fall Fashion Sections including advertising and editorial text and photographs. (semi-annually)
Special Christmas (consisting of 120 ads in all sizes) and New Year Greetings Services (consisting of 50 ads in all sizes) also Companion Christmas and New Year's Greetings consisting of approximately 100 ads in matching sizes. (annually)
Special Canadian Advertising Supplement.
Special Cotton and Tobacco Supplements.
Two Special Food Libraries (A new edition containing 810 illustrations and headings, eye catchers, borders, grocery, meat and food items.)
Lefebvre Furniture Advertising Service (for advertisers of quality merchandise) fine illustrations of numbers from top resources identified with manufacturer's names and style numbers. Beautiful layouts . . . selling advertising copy. (quarterly)
Curtain, Drapes, and Homefurnishings Mat Service. Fine illustrations . . . mats, layouts, suggested copy. (semi-annually)
Library of Miniature Mats, Editions Nos. 1 & 2 consisting of 2400 mats covering all "general" advertising subjects. Planned for Classified Display and small display advertising. Also for commercial printing purposes.
Special Ad Tool Edition 26 pages of headings, alphabets, numerals, mortises, arrows, pointers.
Background Ad-Tool Library (a library of background screen designs with all-over Ben Day backgrounds and layouts showing various mortise setups. Available on a special edition basis to subscribers and non-subscribers.)
General Heading Library (headings, features, plus "Special Event" material for anniversaries, Founder's Day, tag sales, other sales events, "old fashioned" art, motifs, and headings.
Rug and Floor Covering Library. 28 pages of art and photos of rugs, broadloom stair carpets, orientals, throw rugs and linoleum.

VOLK CORPORATION
1401 No. Main St., Pleasantville, N. J.
"Famous Brand Mat Service", a unique ready-to-sell picture-type Christmas gift page promotion shipped free of charge to every U.S. daily by a large group of brand name manufacturers. All illustrations are standardized; copy is prewritten from retailers' point-of-view. (annual)

WESTERN ADMATS, Inc.
539 N. La Brea, Los Angeles 36, Calif.
1355 Market St., San Francisco, Calif.
Western Furniture Service (bi-monthly), sold only in far western 11 states.
Evans & Brisebois 4 National Services. (monthly)
Pony Express Adpromotion Services No. 1 and No. 2. For rodeos and western motif ads. (Annual packages).

STANDARDS OF EDUCATION FOR JOURNALISM

Adopted for its members by the American Society of Journalism School Administrators in annual conference June 29, 1946, at St. Louis, Missouri.

Facilities
Laboratories, class rooms, equipment, and libraries adequate to the achievement of the educational objective of the school.

Institution
A recognized institution of higher learning with education for journalism on a level with other comparable professional training and with strong liberal arts offerings.

Objectives
Broad training for the profession with emphasis on only those special fields for which the school professes to prepare.

Curriculum
A liberal, balanced combination of cultural or background studies in the liberal arts representing all major fields of knowledge, or selected special disciplines, and professional courses in journalism, with not more than one-fifth of the total work for the bachelor's degree required in technical courses in journalism.

Faculty
A faculty qualified by personal characteristics, formal and informal education, successful experience in journalism, earnestness, breadth, and ability to instruct in the subjects the department professes, and sufficient in number to permit individual attention to students.

Instructional Methods
Individualized and personalized instructional relationship between teacher and student, with small classes and adequate practice work.

Students
Students qualified by intelligence and other personal characteristics to do quality work in journalism studies and to be successful practitioners, with the unfit eliminated by selective methods.

Graduates
Graduates who have proved the success of their education by their records of employment, advancement, and leadership in journalism.

Standing
Confidence of press association, publishers, editors, graduates, students, faculty, and the institution's administration in the type and quality of instruction given.

NEWSPAPER MAGAZINE SECTIONS, GROUP UNITS AND NEWSPAPER NETWORKS IN WHICH ADVERTISING MAY BE SCHEDULED FOR ENTIRE LIST

ALL FLORIDA MAGAZINE
Stuart L. Patton, publisher
Perry Printing Process Co., P.O. Box 1171, Ocala, Fla.
John H. Perry Associates, Representatives.
Distributed with the following Florida daily and weekly newspapers:

Dailies:
Weekday Edition
St. Petersburg Independent (Saturday)
Sanford Herald (Friday)
Tampa Times (Saturday)
Sunday Edition
Daytona Beach News-Journal
DeLand Sun-News
Gainesville Sun
Jacksonville Journal
Leesburg Commercial and Ledger
Melbourne Times
Ocala Star-Banner
Panama City News-Herald
Pensacola Journal
Sarasota News
Tallahassee Democrat
West Palm Beach Post-Times
Winter Haven News-Chief

Weeklies:
Thursday
Avon Park Sun
Eustis Lake Region News
Highland County News (Sebring)
New Smyrna Beach News
Friday
Kissimmee Gazette

AMERICAN WEEKLY, THE
63 Vesey St., New York 7, N. Y.
John K. Herbert, publisher.
Ernest V. Heyn, editor.
Edwin C. Kennedy, advertising director.
John R. Reiss, eastern ad mgr.
O. R. Whitaker, Jr., western ad mgr.
Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Columbia S. C. State
Corpus Christi Caller-Times
Dallas Times Herald
Denver Rocky Mountain News
Detroit Times
Houston Chronicle
Huntington W. Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Tampa Tribune
Washington Post & Times-Herald
Wichita Beacon

ARKANSAS-OKLAHOMA COMIC GROUP
Fort Smith Southwest Times-Record
Bartlesville Examiner-Enterprise
Blackwell Journal-Tribune
Chickasha Express
Okmulgee Times

AUSTIN-WACO-PORT ARTHUR COMIC GROUP
(See Representatives: Burke, Kuipers & Mahoney, Inc.)
Austin American Statesman
Port Arthur News
Waco Tribune-Herald

BIG THREE, THE
(Sunday Editions sold as a group).
5 Third St., San Francisco, Calif.
E. M. Stewart, M.
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

BONNIE HUBBARD'S KUPBOARD
593 Market St., San Francisco, Calif.

A weekday sponsored column published Wednesday and/or Thursday in these California newspapers:

Bakersfield Californian
Chico Enterprise-Record
Colusa Sun-Herald
Contra Costa Gazette
Fresno Bee
Grass Valley-Nevada City Union
Lodi News Sentinel
Martinez Contra Costa Gazette
Marysville-Yuba City Appeal-Democrat
Merced Sun-Star
Modesto Bee
Monterey Peninsula Herald
Oakland Tribune
Palo Alto Times
Porterville Record
Red Bluff News
Redding Record-Searchlight
Richmond Independent
Sacramento Bee
Salinas Californian
San Francisco Examiner
San Francisco News
San Jose Mercury-News
San Mateo Shopper
San Mateo Times
San Rafael Independent-Journal
Santa Cruz Sentinel-News
Santa Rosa Press-Democrat
Stockton Record
Tulare Advance-Register
Vallejo News-Herald-Times-Chronicle
Visalia Times-Delta
Watsonville Register-Pajaronian

DAKOTA COMIC GROUP
c/o Aberdeen American-News, Aberdeen, S. D.
Aberdeen American-News
Grand Forks Herald

FAMILY WEEKLY MAGAZINE, INC.
153 North Michigan Avenue, Chicago 1

ALABAMA:
Anniston Star
Dothan Eagle
Florence Times and Tri-Cities Daily
Gadsden Times
Huntsville Times
Tuscaloosa News

ARIZONA:
Yuma Sun & Arizona Sentinel

ARKANSAS:
El Dorado News
Hot Springs Sentinel-Record
Pine Bluff Commercial

CALIFORNIA:
Bakersfield California
Eureka Standard
Monterey Peninsula Herald
Sacramento Union
Santa Ana Register
Santa Barbara News-Press
Santa Rosa Press-Democrat
Vallejo Times-Herald

COLORADO:
Colorado Springs Gazette Telegraph
Grand Junction Sentinel
Pueblo Star-Journal and Chieftain

CONNECTICUT
New Haven Register

FLORIDA:
Daytona Beach News-Journal
Fort Lauderdale News
Fort Myers News-Press
Gainesville Sun
Jacksonville Journal
Orlando Sentinel
Panama City News-Herald
Pensacola News-Journal
Sarasota Herald-Tribune
Tallahassee Democrat
Tampa Times
West Palm Beach Post-Times

GEORGIA:
Albany Herald
Rome News-Tribune

IDAHO:
Boise Idaho Statesman
Idaho Falls Post-Register
Lewiston Tribune
Pocatello Idaho State Journal

ILLINOIS:
Bloomington Pantagraph
Champaign-Urbana News-Gazette
Danville Commercial News
Kankakee Journal
La Salle News-Tribune
Quincy Herald-Whig
Springfield State Journal & Register

INDIANA:
Anderson Herald
Huntington Herald-Press
Logansport Press
Kokomo Sunday Tribune
Marion Chronicle-Tribune
Muncie Star
New Albany Ledger & Tribune
Vincennes Sun-Commercial

IOWA:
Council Bluffs Nonpareil
Davenport Democrat & Times
Dubuque Telegraph-Herald
Sioux City Journal
Waterloo Courier

KENTUCKY:
Ashland Independent
Bowling Green Park City News
Paducah Sun-Democrat
Owensboro Messenger & Inquirer

LOUISIANA:
Bogalusa News
Lafayette Daily Advertiser
Lake Charles American Press

MASSACHUSETTS:
Lowell Sun

MICHIGAN:
Grand Rapids Herald

MINNESOTA:
Albert Lea Tribune

MISSISSIPPI:
Biloxi-Gulfport Daily Herald
Greenville Delta Democrat-Times
Meridian Star
Tupelo Journal
Vicksburg Post-Herald

MISSOURI:
Jefferson City Capital-News & Post Tribune
Springfield News & Leader

NEVADA:
Las Vegas Review-Journal
Reno State Journal

NEW HAMPSHIRE:
Manchester Sunday News

NEW JERSEY:
Asbury Park Press
New Brunswick Times
Trenton Times-Advertiser

NEW MEXICO:
Hobbs News-Sun
Roswell Record
Santa Fe New Mexican

NEW YORK:
Elmira Sunday Telegram
Niagara Falls Sunday Gazette
Poughkeepsie New Yorker
Utica Observer-Dispatch

NORTH CAROLINA:
Concord Tribune
Fayetteville Observer
High Point Enterprise
Salisbury Post

OHIO:
Athens Messenger
Canton Repository
Coshocton Tribune
Ironton Tribune
Lima News
Lorain Journal
Nansfield News-Journal
Middletown News-Journal
Zanesville Times-Signal

OKLAHOMA:
Altus Times-Democrat
Ardmore Ardmoreite
Duncan Banner
Enid News
Lawton Constitution-Press
Muskogee Phoenix & Times-Democrat

OREGON:
Eugene Register-Guard
Klamath Fall Herald & News
Medford Mail Tribune
Salem Oregon Statesman

PENNSYLVANIA:
Altoona Mirror
Lancaster Sunday News
Wilkes-Barre Sunday Independent

SOUTH CAROLINA:
Anderson Independent
Florence News
Spartanburg Herald-Journal

SOUTH DAKOTA:
Huron Daily Plainsman
Rapid City Journal

TENNESSEE:
Jackson Sun
Kingsport Times-News

TEXAS:
Abilene Reporter-News
Austin American-Statesman
Big Spring Herald
Brownsville Herald
Denison Herald
Denton Record-Chronicle
Galveston News
Greenville Herald-Banner
Harlingen Star
Kilgore News-Herald
Laredo Times
Lufkin News
Marshall News-Messenger
McAllen Monitor
Midland Reporter-Telegram
Paris News
Port Arthur News
Rio Grande Valley Group
San Angelo Standard-Times
Snyder News
Texarkana Gazette
Tyler Courier-Times-Telegraph
Victoria Advocate
Waco Tribune-Herald
Wichita Falls Times

UTAH:
Logan Herald Journal
Ogden Standard-Examiner
Provo Herald

VERMONT:
Burlington Vermont Sunday News

VIRGINIA:
Danville Register
Lynchburg News
Suffolk News-Herald

WASHINGTON:
Pasco-Richland-Kennewick Tri-City Herald
Walla Walla Union-Bulletin
Wenatchee World

WEST VIRGINIA:
Beckley Raleigh Register
Bluefield Telegraph
Fairmount Times West-Virginian
Parkersburg News

WISCONSIN:
Racine Journal Times-Bulletin

WYOMING:
Casper Tribune-Herald & Star
Cheyenne State Tribune & State Leader

FIRST 3 MARKETS GROUP
Tribune Tower, Chicago 11, Ill.
220 East 42nd St., New York 17, N. Y.
Tyler Watson, Adv. Mgr. (located in N. Y.)
Magazine Sections of
Chicago Sunday Tribune
New York Sunday News
Philadelphia Sunday Inquirer

GENERAL ADVERTISING SERVICE, INC., COMIC GROUP
601 Georgia Savings Bank Bldg.,
Atlanta 3, Ga., Phone JA 5-7892
Bristol Herald-Courier
Clearwater Sun
Gadsden Times
Martinsville Bulletin
Spartanburg Herald & Journal
Tuscaloosa News
Elizabethton Star (Tenn.)
Pulaski Southwest Times (Va.)

HEARST SUNDAY INDIVIDUAL MARKET GROUP
959 Eighth Ave., New York 19, N. Y.
Hearst Advertising Service.
Baltimore American (Pictorial Review)
Boston Advertiser (Pictorial Review)
Chicago American (Pictorial Living Magazine)
Detroit Times (Pictorial Living Magazine)
Milwaukee Sentinel (Pictorial Review)
New York Journal-American (Pictorial Magazine & T-View)
Pittsburg Sun-Telegraph (Pictorial Living Magazine)
Los Angeles Examiner (Pictorial Living)
San Francisco Examiner (Pictorial Review)
Seattle Post-Intelligencer (Pictorial Review)

ILLINOIS COLOR COMIC GROUP
(Lindsay-Schaub Newspapers)
Champaign-Urbana Courier
Decatur Herald-Review
East St. Louis Journal
Carbondale, Herrin & Murphysboro-Southern Illinoisan
REPRESENTATIVES
Jann & Kelley, Inc.

CENTRAL KANSAS GROUP
Hutchinson, Kans.-News
Salina, Kans.-Journal
REPRESENTATIVES
Jann & Kelley, Inc.

LOCALLY EDITED GRAVURE MAGAZINE GROUP
Gravure Magazine Sections printed by Standard Gravure Corporation, Louisville 2, Ky., and distributed with Sunday editions of the following newspapers:

*Akron Beacon-Journal
Atlanta Journal-Constitution
Columbus Dispatch
*Denver Post
Houston Chronicle
Indianapolis Star
Louisville Courier-Journal
Newark News
New Orleans Times-Picayune-States
Phoenix Arizona Republic
St. Louis Globe-Democrat
*Toledo Blade

Representatives:
The Branham Company
Kelly-Smith Company
Moloney, Regan & Schmitt, Inc.
O'Mara & Ormsbee, Inc.
Story, Brooks & Finley, Inc.

*Akron Beacon-Journal and Toledo Blade sections printed by Art Gravure, Cleveland; Denver Post section printed in own plant at Denver.

METRO SUNDAY COMICS NETWORK
260 Madison Ave., New York 16, N. Y.
Charles T. Kline, president and general manager.
Everett R. Stone, secretary-treasurer.
Carl F. Schmidt, advertising director.
1710 Tribune Tower, Chicago 11, Ill.
Frederic R. McCoy, Western manager.
New Center Building, Detroit 2, Mich.
Robert N. Woodruff, manager.
Fitzpatrick Associates, 3460 Wilshire Blvd., Los Angeles 5, Calif.
Victor H. Baumgartner, manager
Fitzpatrick Associates, 155 Montgomery Street, San Francisco 4, Calif.
Joseph A. Burns, manager

MEMBER NEWSPAPERS

Basic Network:
Baltimore Sun
Boston Globe and/or Boston Herald
Buffalo Courier-Express
Chicago Sun-Times and/or Chicago Tribune
Cleveland Plain Dealer
Columbus Dispatch
Dallas News
Des Moines Register
Detroit Free Press and/or Detroit News
Houston Chronicle
Indianapolis Star
Minneapolis Tribune
Muncie Star
New York Herald Tribune and/or New York News
Omaha World-Herald
Philadelphia Inquirer
Pittsburgh Press
Providence Journal
St. Louis Post-Dispatch
St. Paul Pioneer Press
San Antonio Express
Syracuse Post-Standard
Washington Star
Metro-Pacific Network:
Fresno Bee
Long Beach Independent-Press-Telegram
Los Angeles Times
Oakland Tribune
Phoenix Arizona Republic
Portland Oregon Journal
Sacramento Bee (Sat.)
Salt Lake Tribune
San Diego Union
San Francisco Chronicle
San Jose Mercury News
Seattle Times
Spokane Spokesman-Review
Tacoma News Tribune
Selective Members:
Honolulu Star-Bulletin (Sat.)
Newark News
Rochester Democrat & Chronicle
Springfield Republican
Tucson Star Citizen
Wichita Eagle

METRO SUNDAY MAGAZINE NETWORK
(See Sunday—The Newspaper's Own Magazine)

MONTANA COLOR COMIC GROUP
c/o Butte Standard Post, 100 S. Main St., Butte, Montana.
Billings Gazette
Butte-Anaconda Montana Standard
Helena Independent-Record
Missoula Missoulian

NATIONAL TURF DAILIES GROUP
525 West 52nd St., New York 19, N. Y.
J. S. Perlman, editor and publisher
Leo Waldman, general advertising manager.
Toronto, Ont., Canada, Daily Racing Form
Chicago Daily Racing Form
Los Angeles Daily Racing Form
Miami Daily Racing Form
New York Morning Telegraph

(Continued on Page 314)

MAGAZINE SECTIONS, GROUP UNITS AND NEWSPAPER NETWORKS—Continued

SELLING

POWER

with First 3's

SUNDAY PUNCH

POWER OF CONCENTRATION—

Highest concentrated coverage in the compact FIRST 3 metropolitan areas of the country — 62% average family coverage.

POWER OF FAR-REACHING INFLUENCE—

An average family coverage of 51% in 1,319 cities and towns, and 50% in 279 counties.

POWER OF A RICH MARKET—

A market with 27% of the U. S. families who buy 30% of the total U. S. sales at retail, 32% of the food, 27% of the drugs, 31% of furniture and household, and 39% of all apparel.

POWER OF FIRST NEWSPAPERS—

Newspapers first in circulation and retail advertising — The New York Sunday News, The Chicago Sunday Tribune, The Philadelphia Sunday Inquirer.

POWER OF READERSHIP—

Three Sunday Magazines packed with interesting editorial content and pictures that assure high reader traffic:

NEW YORK SUNDAY NEWS
Coloroto Magazine

CHICAGO SUNDAY TRIBUNE
Magazine

PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine

POWER OF FINEST REPRODUCTION—

Finest Rotogravure and Colorgravure reproduction offers maximum package and product EYE-dentification.

POWER OF CIRCULATION—

over 6,000,000

POWER OF LOW RATES—

Cost per thousand rates, among the lowest in national media, produce maximum sales at minimum advertising cost.

This is the power behind your sales message when you advertise in:

FIRST 3
MARKETS GROUP

THE GROUP WITH THE SUNDAY PUNCH

NEW YORK SUNDAY NEWS
Coloroto Magazine

CHICAGO SUNDAY TRIBUNE
Magazine

PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine

News Bldg., 220 E. 42nd St., N.Y. 17
MUrray Hill 7-4894

Tribune Tower, Chicago 11
SUperior 7-0043

155 Montgomery St., San Francisco 4
GArfield 1-7946

3460 Wilshire Blvd., Los Angeles 5
DUnkirk 5-3557

(Continued from Page 313)

OUTDOOR TIPS
154 E. Erie St., Chicago 11, Ill.

Sponsored column appears in sport sections of following Sunday newspapers:

North Central Market:
Chicago Tribune
Detroit News
Milwaukee Journal
Minneapolis Star-Tribune
St. Paul Pioneer Press
Des Moines Register
St. Louis Post-Dispatch
Columbus Dispatch
Indianapolis Star
Cleveland Plain Dealer
Cincinnati Enquirer

Eastern Market:
New York Times
Philadelphia Inquirer
Boston Globe
Pittsburgh Press
Washington Post & Times-Herald
Baltimore Sun

Southern Market: (Jan. 1 to June 1 only)
Little Rock Arkansas Gazette
Charlotte Observer
Dallas Times-Herald
Houston Chronicle
Knoxville News-Sentinel
Memphis Commercial Appeal
Miami Herald
New Orleans Times-Picayune
San Antonio Express
Oklahoma City Oklahoman & Times

Western Market:
Denver Post
Los Angeles Times
Oakland Tribune
Portland Oregon Journal
San Diego Union-Tribune
San Francisco Chronicle
Seattle Times

PACIFIC SUNDAY MAGAZINE GROUP
For details consult:—
Cresmer & Woodward, Inc.
O'Mara & Ormsbee, Inc.
Ridder-Johns, Inc.
Sawyer-Ferguson-Walker Co.
West-Holliday Company, Inc.

Fresno Bee
Honolulu Star Bulletin
Long Beach Independent-Press-Telegram
Los Angeles Times
Oakland Tribune
Portland Journal
Sacramento Bee
San Diego Union
San Francisco Chronicle
San José Mercury-News
Seattle Times
Spokane Spokesman-Review
Tacoma News-Tribune

PARADE PUBLICATIONS, INC.
285 Madison Ave., New York 17, N. Y.
Arthur H. Motley, publisher and president.
Wallace A. Sprague, assistant publisher
Walter I. Tenney, vice-president
Theodore J. Stulz, secretary-treasurer
Jess Gorkin, editor
E. H. Kimball, vice-president - director of advertising sales
M. P. Rasmussen, Mgr., Newspaper Relations
E. B. Caldwell, Mgr., Newspaper Service
L. R. Peloquin, New York advertising manager
135 South LaSalle Street, Chicago 3, Ill.
L. B. Moses, vice-president
W. J. Reynolds, Chicago advertising manager
1309 Mutual Bldg.
28 West Adams, Detroit 26, Mich.
J. L. Hammen, Detroit advertising manager.
The Menne Company, 1127 Wilshire Blvd., Los 17, Calif.
114 Sansome Street, San Francisco 4, Calif.
Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Binghamton Press
Bridgeport Post
Cedar Rapids Gazette
Charleston (W. Va.) Daily Mail
Chicago Sun-Times
Columbus (Ga.) Ledger-Enquirer
Columbus (Ohio) Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Times-News
Evansville Courier & Press
Fargo Forum
Fort Wayne Journal-Gazette
Fort Worth Star-Telegram
Greenville News
Harrisburg Patriot-News
Hartford Courant
Honolulu Star-Bulletin
Indianapolis Times
Jackson (Miss.) Clarion Ledger/Daily News
Jamaica Long Island Press
Knoxville News-Sentinel
Little Rock Arkansas Gazette
Long Beach Independent-Press-Telegram
Macon Telegraph & News
Madison Wisconsin State Journal
Newark Star-Ledger
New Bedford Standard-Times
Newport News-Hampton-Warwick Daily Press
Oakland Tribune
Pasadena Independent-Star-News
Peoria Journal Star
Portland (Me.) Telegram
Portland (Ore.) Oregonian
Riverside (Calif.) Press-Enterprise
Roanoke Times
St. Joseph News-Press
St. Louis Post-Dispatch
St. Petersburg Times
San Bernardino Sun-Telegram
San Diego Union
Scranton Scrantonian
Sioux Falls Argus-Leader
Syracuse Herald-American
Tucson Arizona Daily Star
Washington Post and Times Herald
Wheeling News-Register
Yakima Herald
Youngstown Vindicator

PENINSULA LIVING
Advertising Manager—Murray Mead
Representatives—Doyle & Hawley
A weekend supplement produced at the Burlingame (Calif.) Advance-Star plant and circulated with the following newspapers:

Burlingame (Calif.) Advance-Star & Green Sheet
Palo Alto (Calif.) Times
Redwood City (Calif.) Tribune

PUCK—THE COMIC WEEKLY
63 Vesey St., New York 7, N. Y.
Edited by King Features Syndicate, Robert P. Davidson, general manager in charge of advertising.
Albany Times-Union
Baltimore American
Birmingham News
Boston Advertiser
Chicago American
Chicago Daily News*
Dallas Times Herald
Detroit Times
Forth Worth Star Telegram
Houston Post
Long Island Press
Los Angeles Examiner
Milwaukee Sentinel
Newark Star Ledger
New York Journal-American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe Democrat
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington (D. C.) Post and Times-Herald
Wichita Beacon
*Optional

RIO GRANDE VALLEY GROUP
Harlingen, Texas
L. G. Nicolai, national advertising director
Brownsville Herald
Harlingen Valley Morning Star
McAllen Valley Evening Monitor

SATURDAY HOME COMIC
(See Representative: Hearst Advertising Service.)
New York Journal-American

SOUTHEASTERN COLOR COMIC SECTIONS
Southeastern Publishers Service, Inc.,
A. L. Brandon, Sec'y., P. O. Box 535, Rocky Mount, N. C.
Albany Herald
Anniston Star
Bradenton Herald
Burlington Times-News
Charleston Daily Mail
Charlotte News
Concord Tribune
Daytona Beach News Journal
Decatur Daily
Fayetteville Observer
Fort Laurderdale News
Florence News
Gastonia Gazette
High Point Enterprise
Johnson City Press-Chronicle
Lakeland Ledger
Miami News
Newport News Press
Orangeburg Times & Democrat
Petersburg Progress-Index
Rocky Mount Telegram
Salisbury Post
Sarasota News
Tallahassee Democrat
Tupelo Journal

SOUTHERN FUNNYPAPERS INC.
Charles W. Hurley Co., 1020 National City Bldg., Dallas 1, Tex.
Borger News-Herald
Denton Record-Chronicle
Galveston News-Tribune
Santa Fe (N. Mex.) New Mexican
Texas City Sun
Tyler Courier-Times-Telegraph

STAUFFER GROUP—COMIC SUPPLEMENTS
Independent, Grand Island, Nebr.
Arkansas City (Kan.) Traveler
Grand Island (Nebr.) Independent
Pittsburg (Kan.) Headlight-Sun
Shawnee (Okla.) News-Star

SUNDAY, THE NEWSPAPER'S OWN MAGAZINE
(Formerly Metro Sunday Magazine Network)
260 Madison Ave., New York 16, N. Y.
Charles T. Kline, president and general manager.
Everett R. Stone, secretary-treasurer.
Stephen G. Bowen, advertising director.
Roger F. Mills, Eastern sales manager.
1710 Tribune Tower, Chicago 11, Ill.
Frederic R. McCoy, Western manager.
New Center Building, Detroit 2, Mich.
Robert N. Woodruff, manager.
Fitzpatrick Associates, 3460 Wilshire Blvd., Los Angeles 5, Calif.
Victor H. Baumgartner, manager.
Fitzpatrick Associates, 155 Montgomery St., San Francisco 4, Calif.
Joseph A. Burns, manager.

MEMBER NEWSPAPERS
Baltimore Sun
Boston Globe and/or Boston Herald
Buffalo Courier-Express
Chicago Sun-Times and/or Chicago Tribune
Cincinnati Enquirer
Cleveland Plain Dealer
Columbus Dispatch
Denver Post
Des Moines Register
Detroit Free Press and/or Detroit News
Houston Chronicle
Indianapolis Star
Los Angeles Times
Milwaukee Journal
Minneapolis Tribune
New Orleans Times-Picayune & States
New York Herald Tribune and/or New York News
Philadelphia Inquirer
Phoenix Arizona Republic
Pittsburgh Press
Providence Journal
St. Louis Globe Democrat and/or St. Louis Post Dispatch
St. Paul Pioneer Press
Seattle Times
Syracuse Post-Standard
Washington Star
Optional additions:
Newark News
Springfield Republican

TEXAS HARTE-HANKS COMIC GROUP
927 National City Bldg., Dallas 1, Texas
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Herald-Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder News

TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas 1, Texas, Riverside-1-9331; New York 17—52 Vanderbilt Ave.; 400 N. Michigan Ave., Chicago 11, Ill.
(Texas Harte-Hanks Comic Group—Sunday comic sections of 9 newspapers below)
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Herald-Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder Daily News

TEXAS SUNDAY COMIC SECTION, INC.
507 Texas Bank Bldg., Dallas 2, Tex.
TEXAS:
Alice Echo
Amarillo Globe News
Bonham Favorite
Brenham Banner-Press
Brownsville Herald
Brownwood Bulletin
Conroe Courier
Del Rio News-Herald
El Paso Times
Gainesville Register
Gonzales Inquirer
Harlingen Star
Henderson News
Jacksonville Progress
Lamesa Reporter
Longview News Journal
Lubbock Avalanche Journal
Lufkin News
McAllen Monitor
Midland Reporter-Telegram
Odessa American
Palestine Herald Press
Pampa News
Plainview Herald
Sherman Democrat
Sulphur Springs News-Telegram
Sweetwater Reporter
Taylor Press
Temple Telegram
Texarkana Gazette-News
Vernon Record
Victoria Advocate
Waxahachie Light

ARKANSAS:
El Dorado Daily News (Ark.)
Hot Springs Sentinel-Record

CALIFORNIA:
Riverside Press-Enterprise
San Bernardino Sun-Telegram
San Gabriel Daily Tribune

ILLINOIS:
Champaign News-Gazette

KANSAS:
Atchison Globe
Coffeyville Journal
Independence Reporter
Parsons Sun

LOUISIANA:
Bastrop Enterprise
Crowley (La.) Signal
Lake Charles American Press

MISSISSIPPI:
Natchez Times

NEVADA:
Las Vegas Review-Journal

NEW MEXICO:
Clovis News-Journal
Hobbs News-Sun
Portales News-Tribune
Roswell Record
Tucumcari News

OKLAHOMA:
Altus Times Democrat
Clinton News
Cushing Citizen
Duncan Banner
Durant Democrat
Elk City News
Henryetta Free Lance
Lawton Constitution Press
Sayre Headlight Journal (Okla.)
Seminole Producer

MAGAZINE SECTIONS, GROUP UNITS AND NEWSPAPER NETWORKS—Continued

THIS WEEK MAGAZINE
465 Lexington Ave., New York 17, N. Y.
William I. Nichols, editor and publisher;
Alden James, executive vice president and advertising director
Baltimore Sunday Sun
Birmingham News
Boston Sunday Herald
Charlotte Observer
Chicago Daily News
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas Morning News
Denver Post
Des Moines Sunday Register
Detroit News
Houston Post
Indianapolis Star
Jacksonville Florida Times-Union
Los Angeles Times
Memphis Commercial Appeal
Miami Daily News
Milwaukee Journal
Minneapolis Sunday Tribune
New Orleans Times-Picayune and States
New York Herald Tribune
Norfolk Virginian-Pilot and Portsmouth Star
Philadelphia Sunday Bulletin
Phoenix Arizona Republic
Pittsburgh Press
Portland Sunday Oregon Journal
Providence Sunday Journal
Richmond Times-Dispatch
Rochester Democrat and Chronicle
Salt Lake Tribune
St. Louis Globe-Democrat
San Antonio Sunday Express and News
San Francisco Chronicle
Spokane Spokesman-Review
Syracuse Post-Standard
Washington Star
Wichita Sunday Eagle

WEEKEND MAGAZINE
231 St. James St., W. Montreal
John G. McConnell, president
Mark Farrell, vice-president & general manager
A. G. Gilbert, editorial director
Craig Ballantyne, Executive Editor
W. D. Taylor, director of advertising
N. C. Gent, director of research, manager (Toronto)
O'Mara & Ormsbee, Inc., 342 Madison Ave., New York 17, N. Y.
LaSalle-Wacker Bldg., Chicago 1, Ill.
640 New Center Bldg., Detroit 2, Mich.
Russ Building, San Francisco, Calif.
3242 W. 8 St., Los Angeles, Calif.

Calgary Albertan
Corner Brook Western Star
Edmonton Journal
Fort William Daily Times-Journal
Hamilton Spectator
Kingston Whig-Standard
Kirkland Lake Northern Daily News
Lethbridge Herald
London Free Press
Medicine Hat News
Moncton Times and Transcript
Montreal Star
Moose Jaw Times-Herald
Ottawa Citizen
Peterborough Examiner
Port Arthur News Chronicle
Prince Albert Daily Herald
Quebec Chronicle-Telegraph
Saint John Telegraph-Journal & Times-Globe
St. John's Evening Telegram
Sudbury Daily Star
Timmins Daily Press
Toronto Telegram
Vancouver Sunday Sun
Victoria Sunday Times
Winnipeg Tribune
Montreal Standard

WESTCHESTER GROUP
Westchester County Publishers, Inc.
Reporter Dispatch Bldg., White Plains, N. Y.
Anthony Hyde Francis, general advertising director; Charles H. Griffin, retail advertising director.
Mamaroneck Times
Mt. Vernon Argus
New Rochelle Standard Star
Ossining Citizen Register
Port Chester Item
Tarrytown News
White Plains Reporter Dispatch
Yonkers Herald Statesman
(Affiliated with Peekskill Star)

WYOMING COLOR COMIC GROUP
(See Representatives: West-Holliday Co., Inc.)
Cheyenne Wyoming State Tribune
Laramie Bulletin
Rawlins Times
Rock Springs Sunday Miner
Worland Northern Wyoming News

CARRIER PUBLICATIONS FOR NEWSBOYS AND DEALERS

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
ARIZONA						
Phoenix	Republic	Young Republic	4	4 × 12"	Monthly	Virginia Johnson
Phoenix	Gazette	Carrier Edition	4	4 × 12"	Monthly	Virginia Johnson
CALIFORNIA						
Escondido	Times Advocate	Time Advocate Jr.	2	Mimeo	Monthly	Ronnie Saylors
Fresno	Bee	Bee, Jr.	32	8½ × 11	Monthly	Audrey Briggs
Hollywood	Citizen-News	Citizen News Jr.	4	5 × 15	Monthly	Cherry Boatman
Long Beach	Press-Telegram	Pep	16	8½ × 11"	Monthly	Virginia Bridges, Eddie Johnson
Los Angeles	Examiner	Junior Examiner	4	5 × 17	Monthly	Lou Robeson
Los Angeles	Herald and Express	Junior Merchant	12	3 × 12"	Bi-M.	Charlotte Celian
Los Angeles	Times	Young Timers	12	3 × 9½	Bi-M.	Harry Nelson
Los Angeles	Mirror-News	Mirr-O-Boy	8	9 × 11	Bi-M.	Harry Nelson
Modesto	Bee	Bee, Jr.	24	8½ × 11	Monthly	Joan Collier
Oakland	Tribune	Dealer's Edition	12	5 × 15	Monthly	J. Fred Seawell
Palo Alto	Times	Junior	10-16	4 × 10"	Monthly	Al Rehm
Pasadena	Star-News	Junior Merchant	12	3 × 10"	Monthly	Robt. Lippiatt
Redwood City	Tribune	Carrier Pigeon	6	4 × 11"	Monthly	Edwin W. Rice
Sacramento	Bee	Bee, Jr.	24	8½ × 11"	Bi-M.	J. G. Birum
San Bernardino	Sun-Telegram	Sun-Tel.	4	3 × 8½"	Monthly	E. J. Davis
San Francisco	Call-Bulletin	Junior Call Bulletin	6	5 × 16"	Monthly	Don Wood
San Francisco	News	Carrier News	4	6 × 15	Monthly	James Louvau
San Jose	Mercury-News	Ink Spots	4	8½ × 10¾	Monthly	D. K. Stern
Visalia	Times-Delta	Carrier News	8	8 × 11	Monthly	Stan Parsons
COLORADO						
Denver	Rocky Mt. News	Lighthouse	4	5 × 15"	Monthly	Thomas Timmins
FLORIDA						
Miami	News	Junior News	4	5 × 14	Monthly	George S. Zoller
GEORGIA						
Atlanta	Constitution & Journal	Carrier	8	Tabloid	Monthly	Sally Frost Gaines
HAWAII						
Honolulu	Advertiser	Opiopio Kuai	12	8½ × 11"	Monthly	Jerry Burtnett
ILLINOIS						
Bloomington	Pantagraph	Family Circle	8	4 × 12"	Monthly	Stanley Lantz
Moline	Dispatch	Carriers Dispatch	4-8	8 × 10	Monthly	Lyle Kappler
Peoria	Journal-Star	Our Boys	4	5 × 15"	Monthly	R. I. Luiay
INDIANA						
Gary	Post-Tribune	Headliner	4	8½ × 7	Semi-W.	Leo Kosky, Jr.
Indianapolis	Star	Star Dust	5	11¼ × 15¼	Monthly	Alan L. Schrader
Indianapolis	News	News Carrier	4	11¼ × 15¼	Monthly	Alan L. Schrader
Washington	Daily Times	Newspaper Boy Press	6-12	8 × 20¼"	Monthly	John Backes
MAINE						
Bangor	News	Sun Riser	16-32	8 × 11	Monthly	Elbert G. Moulton, Jr.
MASSACHUSETTS						
Worcester	Telegram Gazette	Brass Tacks	4	4 × 12½"	Bi-M.	Fred M. Brandes
MICHIGAN						
Detroit	Free Press	Carrier Salesman Bulletin	6-8	4 × 10½	Monthly	Jack Browne
Detroit	News	News Salesman	4	5 × 15	9-10 Yrly.	Wm. Tupper
Grand Rapids	Herald	Carrier's Herald	8	4 × 10½	Monthly	Doris Branson
Saginaw	News	Profit Builder	4-8	8½ × 11"	Monthly	Robert H. Schmidt
MINNESOTA						
Duluth	News-Tribune	Carrier Salesman	4	5 cols. × 10	Monthly	
Minneapolis	Star-Tribune	Carrier Salesman	4	5 × 15	Monthly	N. W. Tupper
NEBRASKA						
Lincoln	Journal	Little Merchant	4	Tabloid	Monthly	Gladys Callander
Lincoln	Star	Lincoln Star Junior	4	Tabloid	Monthly	Gladys Callander
NEVADA						
Reno	State Journal	Livewires	12	8½ × 11	Monthly	Betty Bartlett
NEW JERSEY						
Elizabeth	Journal	Carrier's Journal	1-2	8 × 10	Monthly	W. B. Gross
Hackensack	Bergen Evening Record	Carrier Bulletin	4	8½ × 11	Monthly	William Shipe
Newark	News	Junior Executive	4	9 × 12	Monthly	James Ryall
Passaic	Herald-News	Carrier Salesman	4	4 × 9½	Monthly	W. V. Benken
NEW YORK						
Long Island	Newsday	Go-Getter News	8	7 × 10"	Monthly	Geo. Britting
Long Island	Newsday	Dealer's Choice	8	8½ × 11"	Monthly	Neil T. Chapman
OHIO						
Cincinnati	Post	Guide Post	4	Tabloid	Monthly	E. Karam
Cleveland	Press	Press	4	Tabloid	Monthly	Leon McNeil
Columbus	Dispatch	Little Dispatcher	8	4 × 11	Monthly	
Columbus	Ohio State Journal	Journalette	8	4 × 11½"	Monthly	
Fremont	News-Messenger	Carrier Roundup	8	8½ × 11	Monthly	Robt. Galligan
Marietta	Times			8 cols. × 21¼		
OKLAHOMA						
Bartlesville	Examiner Enterprise	Breeze	4	11½ × 14"	Weekly	Russell Covell
Oklahoma City	Oklahoman & Times	Carrier Courier	1	Full Page	Monthly in Sun ed.	Doris Dellinger
Okmulgee	Times	Carrier Salesman	2	8½ × 11"	Semi-Weekly	Merle F. Martin
OREGON						
Portland	Oregonian	Courier	8	3 × 11"	Monthly	Ed Snyder
PENNSYLVANIA						
Lancaster	Intelligencer Journal	Carriers' Courier	4	3 cols. × 8½	Monthly	Norman Falk
Lancaster	Journal-New Era	Snips	8	3 × 11"	Monthly	Gerry Lestz
Oil City	Derrick	Pipe Line		8½ × 11	Monthly	R. C. Shumway
Pittsburgh	Press	The Lighthouse	4	5 × 13"	Monthly	Robt. O. Dyer
Pittsburgh	Sun-Telegraph	Tele-Fax	12	4 × 10"	Bi-M.	Lloyd Anderson
Williamsport	Grit	Push	16	5½ × 8½	Monthly	Joseph C. Showers
SOUTH CAROLINA						
Charleston	News & Courier	Carrier Headliner	1	Mimeo	Weekly	J. Allen Morris
TENNESSEE						
Knoxville	News-Sentinel	News-Sentinel, Jr.	4	Tabloid 5 × 15	Monthly	Doris Cameron
TEXAS						
Dallas	News	Carrier News	4	4 × 11"	Monthly	Kay Lewis
Dallas	Times-Herald	Hi-Lighter	4	5 cols. × 15	Monthly	Ed Brant
San Antonio	Light	Carrier Roundup	4-8	4 × 11½"	Monthly	W. W. Curd
Terrell	Tribune	American News-paperboy	4	4 × 10	Monthly	
Tyler	Courier-Times & Telegraph	Carrier-Times	Varies	8½ x 11"	Monthly	Bob Holden
VERMONT						
Burlington	Free Press	Green Mountain Boy	1	8½ × 11"	Weekly	Frank Heinrich
WASHINGTON						
Centralia-Chehalis	Chronicle	Chronicle Observer	1	8 × 14"	Weekly	Joe Van der Hoeff
Olympia	Olympian	Olympian Junior Dealer Bulletin	1	8½ × 11	Weekly	Fred Gilman
Pasco-Kennewick-Richland	Columbia Basin News	Junior News	3-4	8½ × 11"	Monthly	Paul E. Lee
Seattle	Times	Young Merchant	4	5 × 15¾"	Monthly	Robt. L. Anderson
Tacoma	News-Tribune	Livewire	4-8	8½ × 12"	Monthly	Martin Benum
Wenatchee	World	Junior World	1-3	8½ × 11	Semi-W.	Dean Gillin
WISCONSIN						
Milwaukee	Sentinel	Carrier's Sentinel	4-8	5 × 16"	Monthly	Claude Nuedling
Oshkosh	Northwestern	Stepping Stones	5-7	8½ × 11"	Monthly	Jack Guiney

DOMINION OF CANADA

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
ALBERTA						
Calgary	Herald	Go-Getter	6-8	4 × 10"	6 times yr.	R. Kneeshaw
BRITISH COLUMBIA						
Vancouver	Province	Province Live Wire	4	5 cols. × 14	Monthly	Jack Adair
Vancouver	Sun	The Hustler	8	5 × 16"	Bi-M.	G. Habkirk
NEW BRUNSWICK						
Moncton	Times & Transcript	Carrier	4	5 × 16"	Monthly	L. Dorman
NEWFOUNDLAND						
St. John's	Herald	Ad Libs	8	7 × 10	Monthly	A. Sullivan
ONTARIO						
Orillia	Packet & Times	The Packeteer	6	5 cols. × 12	Monthly	W. Farrell
Ottawa	Journal	Carrier Salesman	4-6	Foolscap	Monthly	Henry Harvey
Toronto	Telegram	Carrier's Tely	4-8	Tabloid	Bi-M	Jane McGillivray
Toronto	Star (City Circ.)	Route Builder	8	4 × 11½"	Monthly	Donald Dunk
Toronto	Star (Country Circ.)	Route Builder	4	4 × 11½"	Monthly	Carlton G. Sandlos
Toronto	Star Weekly (Country Circ.)	Carrier Salesman	4	2 × 8½"	Quarterly	C. G. Sandlos
Toronto	Star Weekly (Country Circ.)	Rising Star	8	2 × 8½"	Quarterly	C. G. Sandlos

PAPERS REPRESENTED IN U. S. PRESS GALLERY

This listing was compiled from the Official Congressional Directory, 85th Congress, 1st Session, published 1957.

STANDING COMMITTEE OF CORRESPONDENTS

Dorothy E. Williams, Chairman
Daniel M. Kidney, Secretary
Frank Eleazer
Alan S. Emory
Richard L. Lyons

HOUSE PRESS GALLERY

William J. Donaldson, Jr., superintendent, 3730 Brandywine Street.

Anthony P. Demma, 2227 Chapman Road, Lewisdale, Hyattsville, Md.; Richard L. Embly, 314 East Capitol Street; Benjamin C. West, 3612 Gramby Street, Radiant Valley, Md., Charles F. Marston, 8727 Colesville Rd., Silver Spring, Md., assistant superintendents.

SENATE PRESS GALLERY

Joseph E. Wills, superintendent, 2907 John Marshall Drive, Arlington,Va.

Don C. Womack, 5818 26th Street North, Arlington, Va.; Howard C. Dawes, 1509 T Street SE; Don C. Ferguson, 227 Southampton Drive, Silver Spring, Md.; Herbert L. Hall, 66 North Kings Highway, Alexandria, Va., assistant superintendents. Dee D. Cauffman, 1111 Army Navy Drive, Arlington, Va., secretary.

A

Aberdeen (S. Dak.) American News, Walter T. Ridder, William W. Broom, Robert E. Lee, 808 Albee Bldg.

Abilene (Tex.) Reporter News, Elizabeth S. Carpenter, Leslie E. Carpenter, 1202 National Press Bldg.

Aftonbladet (Sweden), Else Strom, 1555 Colonial Terrace, Arlington, Va.

Akron (Ohio) Beacon Journal (e.), William McGaffin, David Kraslow, Robert E. Hoyt, Peter Lisagor, Edwin A. Lahey, James M. Haswell, 1286 National Press Bldg.

Albany (N. Y.) Knickerbocker News, Paul L. Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, Loren B. Pope, John Kelso, Eileen C. Timlin, 1267 National Press Bldg.

Albany (N. Y.) Times-Union, David Sentner, Ed Edstrom, Nannette Milstead, 301 Pennsylvania Bldg.

Alburquerque Journal, Pat Munroe, Richard P. Critchfield, 1201 National Press Bldg.

Albuquerque (N. Mex.) Tribune (e.), Ruth Finney, 1013 Thirteenth St.

Alexandria (Va.) Gazette, Raymond L. Hatcher, Medora Mason Wolfe, John A. Reichmann, 317 King St., Alexandria, Va.

Alhambra (Calif.) Post-Advocate, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Amarillo (Tex.) News (m.), Bascom N. Timmons, 1253 National Press Bldg.

American Banker Daily, U. V. Wilcox, John H. Donoghue, 607 Albee Bldg.

American Metal Market, Wilfred Redmond, Freeman C. Bishop, A. K. Rannells, 506 American Bldg.

Americas Daily, Edna Bowles, 1001 Connecticut Ave.

Anchorage (Alaska) Daily Times, Robert S. Allen, Paul Scott, 1367 National Press Bldg., Robert A. Smith, 812 National Press Bldg.

Anderson (S. C.) Independent, Jamison Cain, Edward H. Sims, 1090 National Press Bldg.

Ann Arbor (Mich.) News (e.), Paul H. Miltich, William F. Pyper, 906 Colorado Bldg.

Appleton (Wis.) Post-Crescent (e.), Frances McKusick, 5027 N. Capitol St.

Arizona Republic, Benjamin R. Cole, Louis C. Hiner, 608 Albee Bldg.

Arkansas Democrat (e., S.), Bascom N. Timmons, Mary A. Pardue, Charles O. Gridley, 1253 National Press Bldg.

Arkansas Gazette, Leslie E. Carpenter, Elizabeth S. Carpenter, 1202 National Press Bldg.

Asahi Shimbun, Shogo Nakamura, Motoo Goto, Kazuo Tsushima, Setuo Koyashi, 820 National Press Bldg.

Associated Negro Press, Alice A. Dunnigan, 1915 14th St.

Associated Newspapers, Ltd., of Australia, Leander E. Fitzgerald, 1251 National Press Bldg.

Associated Press, W. L. Beale, Jr., D. Harold Oliver, J. B. Engle, Elton C. Fay, Ernest G. Warren, Raymond J. Crowley, Edwin B. Haakinson, Karl Bauman, John M. Hightower, W. T. Peacock, Ovid A. Martin, J. W. Davis, Hamilton Faron, Earl Berkley, L. T. Easley, Jr., Ernest B. Vaccaro, John Koenig, Jr., Paul M. Yost, Charles C. Haslet, Jack L. Bell, W. F. Arbogast, Sterling F. Green, Herman R. Allen, Gardner Bridge, Margaret Kernodle, Arthur S. Roberts, Jane Eads, Richard P. Powers, Donald Kovacic, Edward H. Higgs, J. Frank Tragle, James Marlow, T. S. Adams, Willard H. Mobley, Marvin L. Arrowsmith, Bennett Wolfe, Norman Walker, Harrison B. Humphries, Morris M. Cleavenger, James C. Munn, John A. Harris, Jr., Donald Sanders, John Scali, Arthur L. Edson, John Chadwick, Frank E. Taylor, Jr., Frances L. Lewine, Alfred E. Wall, Robert E. Geiger, R. Gordon Brown, W. Joynes Macfarlan, Roger D. Greene, Vern Haugland, Dillon Graham, Joseph R. Wesley, Francis E. Carey, Don Whitehead, Wilbur Jennings, C. Yates McDaniel, B. L. Livingstone, G. M. Kelly, Joseph W. Hall, Jr., Fred S. Hoffman, Edward F. Creagh, Robert A. Hunt, Frank W. Vaille, Wilmot W. Hercher, Austin Adkinson, John H. Kamps, H. Lee Garrett, Robert D. Novak, Ray Henry, Warren Rogers, Jr., Endre Marton, Jerry T. Baulch, Lewis Gulick, Joseph P. Kane, Edmond Le Breton, Douglas B. Cornell, James B. Sibbison, Karl Heinz Schwab, Bem Price, Ben Meyer, Spencer Davis, A. Whitney Shoemaker, Frank Cormier, Martha Cole, James Stanford Bradshaw, G. K. Hodenfield, Star Bldg.

Atlanta (Ga.) Constitution (m.), Thomas W. Hagan, Albert A. Riley, 614 Albee Bldg.

Atlanta Daily World, Louis R. Lautier, 2007 15th St.

Atlanta (Ga.) Journal (e., S.), Thomas W. Hagan, Harold E. Davis, 614 Albee Bldg.

Augusta (Ga.) Chronicle & Herald, Frank van der Linden, Lyn van der Linden, James F. Scotton, 1230 National Press Bldg.

Aurora (Ill.), Beacon-News, Robert W. Richards,Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Austin (Tex.) American-Statesman, Sarah McClendon, 1001 National Press Bldg.

Australian Newspaper Service, S. Randal Heymanson, 1196 National Press Bldg.

B

Baghdad (Iraq) Al Sha'ab, Fred J. Zusy, 10009 Frederick Ave., Kensington, Md.

Baltimore (Md.) American, David Sentner, Ed Edstrom, 301 Pennsylvania Bldg.

Baltimore (Md.) Evening Sun, James MacNees, 1214 National Press Bldg.

Baltimore (Md.) News-Post (e.), David Sentner, Nannette Milstead, Ed Edstrom, 301 Pennsylvania Bldg.

Baltimore (Md.) Sun (m.), Paul W. Ward, William H. Y. Knighton Jr., Frank R. Kent, Gerald E. Griffin, Thomas O'Neill, Rodney Crowther, Phillip Potter, Mark S. Watson, Peter J. Kumpa, John F. Van Camp, Helen DeLich, 1214 National Press Bldg.

Bangor (Me.) Daily News, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

Baton Rouge Morning Advocate, Edward Jamieson, Kay Ray, Bascom N. Timmons,1253 National Press Bldg.

Baton Rouge State-Times, Edward Jamieson, Kay Ray, Bascom N. Timmons,1253 National Press Bldg.

Battle Creek (Mich.) Enquirer & News, Robert N. Branson, 200 C St. SE.

Bay City (Mich.) Times (e., S.) Paul A. Miltich, William F. Pyper, 906 Colorado Bldg.

Beacon (N. Y.) News, Paul L. Martin, Reginald F. Torry, William A. Garrett, Kenneth M. Scheibel, Loren B. Pope, John Kelso, Eileen C. Timlin, 1267 National Press Bldg.

Beaumont (Tex.) Enterprise, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.

Beaumont (Tex.) Journal, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.

Bell Syndicate, Drew Pearson, Lawrence Berlin, Edgar J. Kemler, Jack N. Anderson, 1313 29th St.

Bellevue (O.) Gazette, Glenn D. Everett, 926 National Press Bldg.

Berlingske Tidende (Denmark), Anders Georg, 1130 National Press Bldg.

Beverley (Mass.) Times, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

Binghamton (N. Y.) Press, Paul L. Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, Loren B. Pope, John Kelso, Eileen C. Timlin, 1267 National Press Bldg.

Birmingham News, James Free, Ann Cottrell Free; 4500 Q Lane.

Birmingham Post-Herald; Gene Wortsman, 1013 13th St.

Booth Newspapers of Michigan, Paul A. Miltich, William F. Pyper 906 Colorado Bldg.

Boston Advertiser; David Sentner, Ed Edstrom, 301 Pennsylvania Bldg.

Boston American; David Sentner, Nannette Milstead, Ed Edstrom, 301 Pennsylvania Bldg.

Boston (Mass.) Globe (m., e.), Gould Lincoln, 723 Star Bldg., John Harris, Thomas Winship, 856 National Press Bldg.

Boston Herald and Traveler, Thomas W. Gerber, 1177 National Press Bldg.

Boston Record; David Sentner, Ed Edstrom, Nannette Milstead, 301 Pennsylvania Bldg.

Bowling Green (O.) Sentinel-Tribune; Glenn D. Everett; 926 National Press Bldg.

Bridgeport (Conn.) Post and Bridgeport Telegram Carey Cronan; 894 National Press Bldg.

Brockton (Mass.) Enterprise (e); Bulkley Griffin; Isabel Kinnear Griffin; Donald R. Larrabee; Douglas Trussell; 1237 National Press Bldg.

Bryan (O.) Times; Glenn D. Everett; 926 National Press Bldg.

Buffalo (N. Y.) Courier Express (m.) Lucian C. Warren, Vesta N. Presbrey, 1389 National Press Bldg.

Buffalo Evening News, Nat S. Finney, Francis C. Fortune, Irvin D. Foos, Robert C. Jensen, 1207 National Press Bldg.

Burbank (Calif.) Review, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Burlington (Vt.) Daily News, Herman A. Lowe, Florence S. Lowe, 1292 National Press Bldg.

Burlington (Vt.) Free Press, Vonda Bergman, 233 2d St., SE.

C

Cairo (Egypt) El Akhbar & Akhbar El Yom, Fred J. Zusy, 10009 Frederick Ave., Kensington, Md.

Cai Tao (S. Viet Nam), Tran van Kuy, 2222 S St.

Camden (N. J.) Courier Post, Sarah McClendon, 1001 National Press Bldg.

Canadian Press, George Kitchen, 330 Star Bldg.

Cedar Rapids (Iowa) Gazette; Dorothy Williams, 1156 19th St.

Central News Agency of China, Richard L. Jen, Francis Fine, 1046 National Press Bldg.

Central Press, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.

Champaign-Urbana (Ill.) Courier, Dorothy Williams, 3701 Massachusetts Ave.

Chattanooga (Tenn.) News Free-Press, Kay Ray, Bascom Timmons, 1253 National Press Bldg.

Chattanooga (Tenn.) Times, Charles L. Bartlett, 1020 National Press Bldg.

Charlotte (N. C.) Observer; Frank van der Linden, Lyn van der Linden, James F. Scotton, 1230 National Press Bldg.

Chicago (Ill.) American (e.), David Sentner, Ed Edstrom, Nannette Milstead, 301 Pennsylvania Bldg., Pat Munroe, Richard P. Critchfield, 1201 National Press Bldg.

Chicago (Ill.) Construction News (m.), Ernest P. Mickel, Daniel H. Street, 727 Washington Loan & Trust Bldg.

Chicago (Ill.) Daily Defender, Ethel L. Payne, 1619 R St., NW.

Chicago (Ill.) Daily News (e.), William McGaffin, David Kraslow, Robert E. Hoyt, Edwin A. Lahey, James M. Haswell, Peter Lisagor, 1286 National Press Bldg.

Chicago Sun-Times, Carleton Kent, Frederick Kuh, 1245 National Press Bldg.

Chicago (Ill.) Tribune Press Service; Walter Trohan; Willard Edwards; John M. Fisher; Laurence H. Burd; Philip L. Warden; William T. Moore; Lloyd H. Norman; Philip W. Dodd; Leland S. Forrester; Robert C. Young; Joseph F. Hearst; Arthur Sears Henning; Bazy McCormick Tankersley, 815 Albee Bldg.

Chinese News Service, Joseph Chiang, 100 Woodridge Ave., Silver Spring, Md.

Christian Science Monitor (Boston) (e.); William H. Stringer; Richard L. Strout; Neal A. Stanford; Josephine B. Ripley; Ethel H. Dorrance; Courtney R. Sheldon; 1293 National Press Bldg.

Chubu Nippon Shimbun, Nobushige Wakamatsu, 705 18th St.

Cincinnati (Ohio) Enquirer (m.), Philip M. Swatek, Mary Gallagher, 1387 National Press Bldg.

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Cincinnati (Ohio) Times-Star (e.), Douglass M. Allen, Lucille Eddinger, 1393 National Press Bldg.

Clarksdale (Miss.) Press Register, Howard Suttle, 810 National Press Bldg.

Clearwater Sun, Frank A. Kennedy, Route 3, Box 456, Edgewater, Md.

Cleveland (Ohio) News; Alvin Silverman, Edward Kernan; Phil G. Goulding; 611 Albee Bldg.

Cleveland (Ohio) Plain Dealer (m.), Alvin Silverman, Edward Kernan, Phil G. Goulding, 611 Albee Bldg.

Cleveland (Ohio) Press (e.), Robert W. Crater, Lowell K. Bridwell, 1013 13th St.

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Columbia (S. C.) State and Record; Jamison Cain, Edward H. Sims, 1090 National Press Bldg.

Columbus (Ohio) Citizen (e.), Robert W. Crater, Lowell K. Bridwell, 1013 13th St.

Concord (N. H.) Monitor, Lawrence Fernsworth; 909 E. Capitol St.

Congressional Quarterly, Inc., Thomas N. Schroth, Henrietta M. Poynter, Burton Hoffman, William A. Korns, George C. Wilson, David S. Broder, Robert W. Kaufman, Shirley M. Seib, Mary Ann Wilson, Georgianna Rathbun, Stephen Chatrnuck, Edward T. Walsh, Eleanor King, Margaret Lipchik, Patricia Keegan, Jerome W. Jarvis, 1156 19th St. NW.

Consolidated Hearst Publications, George Rothwell Brown, 303 Pennsylvania Bldg.

Consolidated News Features, John Franklin Carter, 2330 Massachusetts Ave.

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Copley Press, Inc., Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

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Culver City (Calif.) Star-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

D

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Daily Mill Stock Reporter, H. D. Leland, 513 Bond Bldg.

Daily Oklahoman, Allan W. Cromley, 1254 National Press Bldg.

Daily Variety (Calif.), Florence S. Lowe, Herman A. Lowe, 1292 National Press Bldg.

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Dallas (Tex.) Times-Herald (e., S.), Bascom N. Timmons, Charles O. Gridley, Jack K. Russell, Vernon Louviere, 1253 National Press Bldg.

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Davenport (Iowa) Times (e.), Juanita Williams, 1156 19th St.

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Day-Jewish Journal, Murray Frank, 7810 16th St.

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Dear Publications, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, Walter Moore Dear, 2d, 997 National Press Bldg.

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Des Moines (Iowa) Register and Tribune, (m., e., S) Richard L. Wilson, John B. Wilson, Fletcher Knebel, Clark R. Mollenhoff, Charles W. Bailey, 2d, 852 National Press Bldg.

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Diario Las Americas, Edna Bowles, 1001 Connecticut Ave.

Die Welt (Hamburg), Dr. Herbert von Borch, 1938 35th St.

Dodge Daily Newspapers, Ernest P. Mickel, Daniel H. Street, 727 Washington Loan & Trust Bldg.

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France-Soir (Paris), Adalbert de Segonzac, 1021 National Press Bldg.

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Frankfurter (Germ.) Allgemeine Zeitung, Jan G. Reifenberg, 5800 Phoenix Dr., Bethesda, Md.

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G

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Grand Forks (N. D.) Herald, Walter T. Ridder; William W. Broom, Robert E. Lee; 808 Albee Bldg.

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Grand Rapids (Mich.) Herald, Robert N. Branson, 200 C St. SE.

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Hartford (Conn.) Courant (m.), Robert D. Byrnes, Dorothy Seymour Byrnes, 1037 National Press Bldg.

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Honolulu Advertiser, Edward Jamieson, 1253 National Press Bldg.
Honolulu Star-Bulletin (e), Frank Hewlett, 812 National Press Bldg.
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Houston (Tex.) Post, Leslie E. Carpenter, Elizabeth S. Carpenter, Jim Mathis, 1202 National Press Bldg., Henry Tanner, 817 National Press Bldg.
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I

Independent Newspapers (Dublin, Ire.), David Fernsler, 4749 Reservoir Rd.
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Indianapolis (Ind.) Star, Benjamin R. Cole, 608 Albee Bldg.
Indianapolis (Ind.) Times (e.), Daniel M. Kidney, 1013 13th St.
International News Service, William K. Hutchinson, Arthur F. Hermann, William C. Zimmerman, Robert E. Clark, Felix Cotten, Edwin Diamond, Don Dixon, Sam Fogg, Thomas J. Foley, Darrell Garwood, I. H. Gordon, Sam Hanna, Jay S. Lewis, Earle Marckres, Joseph U. Hinshaw; Arthur Kranish, James Lee, Jr., Rose McKee, Ruth S. Montgomery, Robert P. Mooney, Hugh L. Morris, Robert G. Nixon, Malcolm Oliver, H. K. Reynolds, Thomas B. Ross, Harry J. Stathos, Alvin A. Spivak, William Theis, Robert Thompson, William L. Umstead, Kenneth F. Weiss, William F. Zeidler, 346 Pennsylvania Bldg.
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Ithaca (N. Y.) Journal, Paul L. Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, Loren B. Pope, John Kelso, Eileen C. Timlin, 1267 National Press Bldg.

J

Jackson (Mich.) Citizen Patriot (e, S), William F. Pyper, Paul A. Miltich, 906 Colorado Bldg.
Jackson (Miss.) Clarion-Ledger, Bascom N. Timmons, Kay Ray, 1253 National Press Bldg.
Jackson (Miss.) Daily News, Howard Suttle, 810 National Press Bldg.
Jackson (Miss.) State-Times, Frank van der Linden, Lyn van der Linden, James F. Scotton, 1230 National Press Bldg.
Jacksonville (Fla.) Journal (e.), Frank A. Kennedy, Rte. 3, Box 456, Edgewater, Md.
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Joliet (Ill.) Herald-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

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Kalamazoo (Mich.) Gazette (e., S), Paul A. Miltich, William F. Pyper, 906 Colorado Bldg.
Kansas City Star (e.), Times (m.), J. L. Williams, John R. Cauley, 610 Albee Bldg.
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L

Labor's Daily, Sanford Gottlieb, 524 Mills Bldg.
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Lafayette (Ind.) Journal & Courier, Robert N. Branson, 200 C St. SE.
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Lancaster (Pa.) New Era, Louise Steinman Ansberry, 2142 Wyoming Ave.
Lansing (Mich.) State Journal, Robert N. Branson, 200 C St. SE.
La Stampa (Italy), Gino Tomajouli, 317 National Press Bldg.
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Newport News (Va.) Times Herald, Clarence G. Marshall, 7513 Overlea Rd.
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Green, Thomas	CE 4-6972	Victoria Colonist, St. John Times Globe, 120 Powell Ave.
Griffin, Eugene	PA 2-3667	Chicago Tribune, 469 Briarwood.
Hardy, H. R.	CE 3-4383	Southam News Services, 300 First Ave.
Harrison, Mark	CE 5-1413	Toronto Star, Beacon Arms Hotel.
Hume, J. A.	3-1238	Ottawa Citizen, 12 Somerset St. W.
Jackson, Richard	PA 2-4568	Ottawa Journal, 618 Edison Ave.
Jefferies, Maurice	CE 4-4906	Windsor Star, Bullock Ave.
Jones, H. L.	2-7589	Canadian Press, 189 Florence St.
Kelly, Kenneth	PA 8-1452	Canadian Press, 830 Chenier Ave.
Langlois, Geo.	9-4511	La Presse, Press Gallery.
Laporte, Pierre	9-24511	Le Devoir, Press Gallery
Le Blanc, John	SH 9-1009	Canadian Press, 844 Eastbourne Ave.
Leiterman, Douglas	RE 3-3893	Southam News Services, 556 Thessaly Circle.
Lusher, Jack	CE 4-9774	The Halifax Chronicle-Herald, 108 Renfrew Ave.
MacLeod, Norman M.	Kemptville 42	British United Press, Dunvegan Acres, Kemptville, Ontario.
Maffre, John	CE 3-8337	Montreal Star, 432 Queen St.
McIntosh, David	PA 2-0166	Canadian Press, 524 Kirkwood Ave.
McKenna, Arthur J.	8-2233	Wall Street Journal, 15 Oakvale Ave.
Mears, F. C.	CE 4-4263	Montreal Gazette, 366 Third Ave.
Moon, Robert	CE 3-7468	Regina Leader Post, 107 Metcalfe St., Apt. 5.
Morrison, Harold	CE 2-2972	Canadian Press, 1438 Randall Ave.
Murphy, John	3-4312	New York Times, 81 Cartier St.
Needham, Robert	PA 9-1877	London Free Press, 14 Oakvale Ave.
Neumann, Klaus E.	2-9341	German Press Agency, 968 Byron St.
Nicholson, Patrick	9-4511	Kemsley Newspapers, Press Gallery
Nickerson, Ronald A.	PA 2-0466	British United Press, 96 Norice St., Meadowlands Annex.
O'Leary, Brian	SH 9-5465	The Albertan, 180 Acacia Ave.
Ossipov, Vladimir	CE 4-4421	Izvestia, 195 Russell Ave.
Pare, Lorenzo	9-24511	L'Action Catholique, 950 Louis-Frechette, Quebec.
Peacock, Don	2-5918	Canadian Press, 12 Somerset St. W.
Roach, Alan	RE 3-0541	Windsor Star, 1100 Aldea Ave.
Robinson, Judith	CE 9-24511	Toronto Telegram, Press Gallery.
Smith, Ross	3-8396	Ottawa Journal, 389 Roxborough Ave.
Strusberg, Peter	6-2919	Toronto Star, 1881 Broadmoor Ave.
Swanson, Frank	SH 6-8845	Ottawa Citizen, 95 Placel Rd.
Sykes, Alfred	CE 2-9393	Ottawa Journal, 119 Mason Terace.
Taylor, Robert	2-9170	Toronto Star, 255 Metcalfe St., Apt. 68.
Trotter, Graham	RE 3-4110	Canadian Press, 2280 Hillary Ave.
Vashedchenko, Vladimir	CE 4-3058	Tass News Agency, 210 Stewart St., Apt. 9.
Waring, Gerald	PR 1-3370	Montreal News Services, R.R. 2 Mountain Rd., Aylmer, East Quebec.
Wright, Anthony J.	PR 7-6379	Worcester Telegram Birmingham Post Press Gallery

ASSOCIATE MEMBERS

Barkway, Michael	CE 2-6349	Financial Post, 205 Clemow Ave.
Cote, Francoise	CE 3-5530	Le Petit Journal, 315 Waverley St.
Fraser, Blair	4-0164	MacLeans Magazine, 150 Acacia Ave.
Johnston, Harry	6-2363	Time, 30 Birch Ave.
Maclean, John P.	RE 3-0135	Financial Post, 1499 Kilborn Ave.
McKeown, Robert	PA 2-4883	Weekend Picture Magazine, 660 Windermere Ave.
Mehrtens, Ruth	CE 6-2363	Life Magazine, 100 Cameron Ave.
Smith, I. Norman	3-6811	Ottawa Journal, 16 McKinnon Road.
Stevenson, John A.	3-6344	Toronto Saturday Night, 398 Wilbrod St.
Swanson, Frank	SH 6-8845	Ottawa Citizen, 95 Placel Rd.

THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

A

Adams, T. S., Associated Press.
Adamson, Robert E. L., New York Journal of Commerce.
Adkinson, Austin, Associated Press.
Albright, Robert C., Washington Post.
Albrook, Robert C., Washington Post and Times Herald.
Alexander, Holmes, McNaught Syndicate.
Allen, Douglas M., Cincinnati Times Star.
Allen, Herman R., Associated Press.
Allen, Robert S., The Hall Syndicate, Philadelphia (Pa.) Daily News, Las Vegas Sun, Anchorage (Alaska) Daily Times.
Allen, Will, Lithuanian Daily News of Chicago.
Alsop, Joseph W., Jr., New York Herald Tribune Syndicate.
Alsop, Stewart, New York Herald Tribune Syndicate.
Altman, Henry, Washington Daily News.
Anderson, Jack N., Bell Syndicate.
Angelo, Bonnie, Newsday (Garden City, N.Y.).
Anderry, Louise Steinman, Lancaster New Era, Intelligencer Journal, Sharon (Pa.) Herald.
Arbogast, W. F., Associated Press.
Arrowsmith, Marvin L., Associated Press.
Arundel, Arthur Windsor, United Press Associations.
Avramovic, Miodrag, Yugoslav News Agency "Tan Jug."

B

Baar, James, United Press Associations.
Bailey, Charles W., 2d, Minneapolis Star and Tribune, Des Moines Register and Tribune.
Bailey, Mary N., Fairchild Publications, New York.
Baker, Robert E. L., Washington Post and Times-Herald.
Baker, Russell, New York Times.
Balcerak, Carl A, NCWC News Service.
Ball, Cornelia M., Washington Daily News.
Ball, Robert S., Detroit News.
Banos, Alicia, Windsor (Can.) Daily Star.
Barcella, Ernest L., United Press Associations.
Barkdoll, Robert S., United Press Associations.
Barnett, David L., North American Newspaper Alliance.
Barr, Robert A., Fairchild Publications, New York.
Barth, Alan, Washington Post and Times Herald.
Barthelmes, A. Wesley, Jr., Washington Post and Times-Herald.
Bartlett, Charles L., Chattanooga Times.
Bassett, Grace, Washington (D.C.) Star.
Baulch, Jerry T., Associated Press.
Bauman, Karl, Associated Press.
Beale, W. L., Jr., Associated Press.
Behr, Edward A., Wall Street Journal.
Bell, Jack L., Associated Press.
Bellinger, Eleanor, London Daily Telegraph.
Benedict, Bertram, Editorial Research Reports.
Beesch, Arnold G., Newark (N.J.) Star Ledger, Syracuse (N.Y.) Herald-Journal, & Post-Standard, Long Island (N.Y.) Press, Jersey (N.J.) Journal, Harrisburg (Pa.) Patriot News, Long Island (N.Y.) Star-Journal, Syracuse (N.Y.) Herald-American, Staten Island (N.Y.) Advance, Huntsville (Ala.) Times.
Bennett, Jerrell, Jr., Newspaper Enterprise Ass'n.
Bergman, Vonda, Burlington (Vt.) Free Press, Rutland (Vt.) Herald, Newport (Vt.) Daily Express.
Berkley, Earl, Associated Press.
Berlin, Lawrence H., Bell Syndicate.
Berliner, Milton R., Washington (D.C.) News.
Berry, Abner W., New York Daily Worker.
Beveridge, George D., Jr., Washington Evening Star.
Bishop, Freeman C., American Metal Market.
Blair, William M., New York Times.
Blatchford, Nicholas, Washington Daily News.
Block, Herbert L., Washington (D.C.) Post and Times Herald.
Boeckel, Richard M., Editorial Research Reports.
Boehl, Maurice G., Tufty News Service, Dear Publications, New Kensington (Pa.) Dispatch, Elizabeth (N.C.) Advance, Gallipolis (O.) Tribune, Wheaton (Ill.) Journal, Sedalia (Mo.) Democrat, Henderson (Ky.) Gleaner & Journal, Lynn (Mass.) Telegram-News, Michigan League of Home Dailies, Central Press Assn., Los Angeles (Calif.) Mirror-News.
Bolle, Maarten C., Het Vrije Volke (The Netherlands).
Born, Roscoe C., Jr., Wall Street Journal.
Bourjaily, Monte F., Globe Syndicate.
Bowles, Edna, Diario Las Americas, The Americas Daily.
Bradshaw, James S., Associated Press.
Brady, James W., Fairchild Publications, New York.
Brandt, Raymond P., St. Louis (Mo.) Post-Dispatch.
Brandon, Henry, London (Eng.) Sunday Times, Kemsley Newspapers (Eng.).
Branson, Robert N., Federated Publications, Inc., Lansing (Mich.) State Journal, Grand Rapids (Mich.) Herald, Battle Creek (Mich.) Enquirer & News, Lafayette (Ind.) Journal & Courier.
Brett-Smith, Richard N., London Daily Telegraph.
Bridge, Gardner, Associated Press.
Bridwell, Lowell K., Cleveland (O.) Press, Cincinnati (O.) Post, Columbus (O.) Citizen, Kentucky Post.
Brill, Edith, Philadelphia (Pa.) Bulletin.
Britten, Milton, Memphis (Tenn.) Press-Scimitar, Knoxville (Tenn.) News-Sentinel.
Britton, Lewis W., Traffic World.
Broder, David S., Congressional Quarterly.
Broom, William W., Ridder Publications, St. Paul (Minn.) Pioneer Press & Dispatch, Duluth (Minn.) Herald & News-Tribune, Long Beach (Calif.) Independent & Press Telegram, San Jose (Calif.) Mercury & News, Pasadena (Calif.) Independent & Star-News, Aberdeen (S.D.) American-News, Grand Forks (N.D.) Herald.
Brown, Constantine A., Washington Evening Star.
Brown, George Rothwell, King Features Syndicate, Consolidated Hearst Publications.
Brown, Nona Baldwin, New York Times.
Brown, R. Gordon, Associated Press.
Buchanan, Thomas Arthur, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Syracuse (N.Y.) Herald-American, Jersey (N.J.) Journal, Huntsville (Ala.) Times.
Buck, Robert M., Washington Daily News.
Bundy, David R., Washington Capital News Service.
Burch, John T., Washington Daily News.
Burd, Laurence H., Chicago Tribune Press Service.
Burke, Charles, Polish Daily Zgoda.
Burke, Vincent J., United Press Associations.
Butler, James J., New Britain (Conn.) Herald, Film Daily (New York).
Byrnes, Dorothy Seymour, Hartford Courant.
Byrnes, Robert D., Hartford Courant.

C

Cain, Jamison, Columbia (S.C.) State and Record; Orangeburg (S.C.) Times-Democrat; Sumter (S.C.) Item; Anderson (S.C.) Independent; Florence (S.C.) News.
Campbell, Josephine C., Pakistan Nawa' Waqt Publications.
Campbell, Shepherd S., Wall Street Journal.
Caplan, Marvin, Fairchild Publications, New York.
Carey, Francis E., Associated Press.
Carpenter, Elizabeth S., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carpenter, Leslie E., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carper, Elsie, Washington Post and Times Herald.
Carroll, Wallace, New York Times.
Carter, John Franklin, Consolidated News Features.
Cassels, Louis, United Press Associations.
Cauley, John R., Kansas City Star & Times.
Chadwick, John, Associated Press.
Chaize, Paul, Le Figaro (Paris).
Chatrnuck, Stephen, Congressional Quarterly.
Cheshire, Herbert W., United Press Associations.
Chiang, Joseph, Chinese News Service.
Childs, Marquis W., St. Louis Post Dispatch.
Clark, Albert E., Wall Street Journal.
Clark, Bennett Marsh, St. Louis Globe-Democrat.
Clark, Mary Ellen, Congressional Quarterly.
Clark, Noel, London Daily Mail.
Clark, Robert E., International News Service.
Cleavenger, Morris M., Associated Press.
Cleland, John A., Tulsa (Okla.) World, Youngstown (O.) Vindicator, Rock Island (Ill.) Argus, Lawton (Okla.) Constitution, Little Rock (Ark.) Democrat.
Cline, John H., Washington Evening Star.
Cloud, Joseph, Washington Daily News.
Coffey, George, United Press Associations.
Cohn, Leon M., Washington (D.C.) Star.
Cole, Benjamin R., Indianapolis Star, Muncie Star, Phoenix (Ariz.) Republic & Gazette.
Cole, Martha, Associated Press.
Coles, Marshall, Scripps-Howard Newspaper Alliance.
Collier, N. Rex, Washington Evening Star.
Collins, Frederic W., Providence Journal.
Collins, James M., Oil Daily.
Conn, Harry F., Press Associates, Inc.
Connors, Thomas James, Jr., New York Journal of Commerce.
Cooper, Robert W., London Times.
Cooper, William, Scripps-Howard Newspaper Alliance.
Coppenbarger, H. L., Washington Daily News.
Corddry, Charles W., Jr., United Press Associations.
Cormier, Frank, Associated Press.
Corn, Herbert F., Washington Evening Star.
Cornell, Douglas B., Associated Press.
Corum, Richard L., Wall Street Journal.
Cotten, Felix, International News Service.
Cowan, Edward, United Press Associations.
Craig, May, Portland Press Herald, Portland (Maine) Evening Express, Kennebec (Maine) Journal, Waterville (Maine) Sentinel, Portland (Maine) Sunday Telegram.
Cramer, John F., Washington Daily News.
Crater, Robert W., Cincinnati Post, Cleveland Press, Columbus Citizen, Kentucky Post.
Creagh, Edward F., Associated Press.
Critchfield, Richard P., Albuquerque (N.M.) Journal, Jacksonville (Fla.) Times-Union, Lincoln (Neb.) Journal, Salt Lake City (Utah) Deseret-News, Spokane (Wash.) Spokesman-Review, Twin Falls (Idaho) Times News, Richmond (Va.) News Leader, Chicago (Ill.) American.
Cromley, Allan W., Daily Oklahoman, Oklahoma City Times.
Cronan, Carey, Bridgeport Post, Bridgeport Telegram, Stamford Advocate.
Crowley, Raymond J., Associated Press.
Crowther, Rodney, Baltimore Sun.
Cull, Richard, Jr., Dayton Daily News.
Cunningham, Morris, Memphis Commercial Appeal.

D

Dake, Marietta, Grafton (W.Va.) Sentinel.
Dale, Edwin L., Jr., New York Times.
Daly, John Joseph, Jr., N.C.W.C. News Service.
Davis, Harold E., Atlanta (Ga.) Journal.
Davis, J. W., Associated Press.
Davis, Spencer, Associated Press.
Davis, Watson, Science Service.
Deakin, James, St. Louis Post-Dispatch.
Deane, James G., Washington (D.C.) Star.
Deane, Philip, London Globe & Mail, Toronto (Can.) Observer.
Dear, Joseph A., Dear Publications, New Kensington (Pa.) Dispatch, Elizabeth (N.C.) Advance, Gallipolis (Ohio) Tribune, Wheaton (Ill.) Journal, Sedalia (Mo.) Democrat, Tufty News Service, Michigan League of Home Dailies, Central Press Assn., Los Angeles (Calif.) Mirror News, Henderson (Ky.) Gleaner & Journal, Lynn (Mass.) Telegram News.
Degges, Charles B., Oakland (Calif.) Tribune.
De Leonardis, Anthony V., United Press Associations.
Delich, Helen, Baltimore Sun.
Denny, Diana, Scripps-Howard Newspaper Alliance.
Denny, Ludwell, Scripps-Howard Newspaper Alliance.
de Pury, Edward G., United Press Associations.
Deroche, Louis, France-Presse.
de Segonzac, Adalbert, France-Soir.
Diamond, Edwin, International News Service.
Dickson, Edward H., Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee.
Dillman, Grant, United Press Associations.
Dixon, Don, International News Service.
Dixon, George, King Features Syndicate.
Dodd, Philip W., Chicago Tribune Press Service.
Donald, Barbara, New York Herald Tribune Syndicate.
Donnelly, Tom, Washington Daily News.
Donoghue, John H., American Banker Daily.
Donovan, James F., United Press Associations.
Donovan, Robert J., New York Herald Tribune.
Dorrance, Ethel H., Christian Science Monitor.
Douglas, Francis P., Washington Evening Star.
Drummond, Roscoe, New York Herald Tribune Syndicate.
Drury, Allen, New York Times.
Dudman, Richard, St. Louis Post Dispatch.
Duffee, Warren S., United Press Associations.
Dunbar, Arthur B., Jr., Newark (N.J.) News.
Dunnigan, Alice A., Associated Negro Press.
Durel, Pierre Louis Raymond, France Presse.

E

Eads, Jane, Associated Press.
Easley, L. T., Jr., Associated Press.
Eaton, William J., United Press Associations.
Edamatsu, Shigeyuki, Mainichi News Papers (Japan).
Eddinger, Lucille, Cincinnati (O.) Times-Star.
Edson, Arthur L., Associated Press.
Edson, Peter, Newspaper Enterprise Association.
Edstrom, Ed, Hearst Newspapers, Albany (N.Y.) Times-Union, Baltimore (Md.) News-Post & American, Boston (Mass.) Advertiser, Boston American, Boston Record, Chicago (Ill.) American, Detroit (Mich.) Times, Los Angeles (Calif.) Examiner, Los Angeles Herald-Express, Milwaukee (Wis.) Sentinel, New York Journal-American, Pittsburgh (Pa.) Sun-Telegraph, San Antonio (Tex.) Light, San Francisco (Calif.) Call-Bulletin, San Francisco Examiner, Seattle (Wash.) Post Intelligencer.
Edstrom, Eve, Washington (D.C.) Post and Times Herald.
Edwards, Willard, Chicago Tribune Press Service.
Egger, Charles, Scripps-Howard Newspaper Alliance.
Eisen, Jack E., Washington (D.C.) Post and Times Herald.
Eklund, Laurence C., Milwaukee (Wis.) Journal.
Elder, Shirley M., Northern Virginia Sun (Alexandria-Arlington, Va.).
Eleazer, Frank, United Press Associations
Elon, Amos D., Haaretz (Tel Aviv, Israel).
Emory, Alan S., Watertown (N.Y.) Times, Oswego (N.Y.) Palladium-Times, Schenectady (N.Y.) Gazette, Middletown (N.Y.) Record.
Emory, Nancy G., Watertown (N.Y.) Times, Oswego (N.Y.) Palladium-Times, Schenectady (N.Y.) Gazette, Middletown (N.Y.) Record.
Engle, J. B., Associated Press.
Estabrook, Robert H., Washington Post and Times Herald.
Evans, Rowland, Jr., New York Herald Tribune.
Everett, Glenn D., Religious News Service, Tiffin (O.) Advertiser-Tribune, Bellevue (O.) Gazette, Bryan (O.) Times, Jacksonville (N.C.) News, Port Clinton (O.) News, Bowling Green (O.) Sentinel-Tribune.
Ewing, Ann, Science Service.

F

Faltermayer, Edmund K., Wall Street Journal.
Faron, Hamilton, Associated Press.
Fay, Elton C., Associated Press.
Fernsler, David, Independent Newspapers, Dublin (Ireland), El Imparcial (San Juan, P.R.), Daily News (Virgin Islands), Trinidad (B.W.I.) Guardian, Guam News, Agana M.I.
Fernsworth, Lawrence, Concord (N. H.) Monitor.
Fine, Francis, Central News Agency of China.
Finney, John Warren, New York Times.
Finney, Nat S., Buffalo Evening News.
Finney, Ruth, San Francisco Daily News, Albuquerque (N. Mex.) Tribune.
Fisher, John M., Chicago Tribune Press Service.
Fitzgerald, Mary Ellen, King Features Syndicate.
Fleeson, Doris, United Features Syndicate.
Fleming, Hugh, Erie (Pa.) Times & News.
Fogg, Sam, International News Service.
Foley, Thomas J., International News Service.
Folliard, Edward T., Washington Post and Times Herald.
Foos, Irvin D., Buffalo Evening News.
Ford, Frank R., Scripps-Howard Newspaper Alliance.
Forrester, Leland S., Chicago Tribune Press Service.
Fortune, Francis C., Buffalo Evening News.
Frandsen, Julius, Jr., United Press Associations.
Frank, Murray, The Day-Jewish Journal, London Jewish Chronicle.
Franklin, Una, Saranac Lake (N.Y.) Adirondack Enterprise.
Frantz, Harry W., United Press Associations.
Free, Ann Cottrell, Birmingham News, North American Newspaper Alliance.
Free, James, Birmingham News.
Freedman, Max, Manchester (England) Guardian.
French, James H., Jr., Congressional Quarterly.
Friedman, Milton, Jewish Telegraphic Agency.
Friendly, Alfred, Washington Post and Times Herald.
Fritchey, Clayton, Northern Virginia Sun (Alex-
Furman, Bess, New York Times.

G

Galbraith, William H., Jr., United Press Associations.
Gallagher, Mary, Cincinnati Enquirer.
Garel, Arthur, Fairchild Publications, New York.
Garrett, H. Lee, Associated Press.
Garrett, William A., Gannett News Service, Hartford (Conn.) Times, Danville (Ill.) Commercial-News, Plainfield (N.J.) Courier-News, Albany (N.Y.) Knickerbocker-News, Beacon (N.Y.) News, Binghamton (N.Y.) Press, Elmira (N.Y.) Star-Gazette Sunday Telegram, Ithaca (N.Y.) Journal, Malone (N.Y.) Telegram, Massena (N.Y.) Observer, Newburgh (N.Y.) News, Niagara Falls (N.Y.) Gazette, Ogdensburg (N.Y.) Advance-News & Journal, Olean (N.Y.) Times-Herald, Potsdam (N.Y.) Courier-Freeman, Rochester (N.Y.) Democrat & Chronicle, Rochester (N.Y.) Times-Union, Saratoga Springs (N.Y.) Saratogian, Utica (N.Y.) Press Observer-Dispatch.
Garwood, Darrell, International News Service.
Geiger, Robert E., Associated Press.
Georg, Anders, Berlingske Tidende (Denmark).
Gerber, Thomas W., Boston Herald & Traveler.
Gerecht, Asher, Fairchild Publications, New York.
Gerrity, John, Sunbury (Pa.) Item.
Gibson, Gwen, New York Daily News.
Gibson, John R., Wall Street Journal.
Gilbert, Ben W., Washington Post and Times Herald.
Giles, John A., Washington (D.C.) Star.
von Globig-Weissenbach, Frederick, Deutsche Press Agentur.
Godwin, Gaylord P., United Press Associations.
Gold, William E., Washington Post and Times Herald.
Goldsmith, John A., United Press Associations.
Gong, Walter, Sueddeutsche Zeitung (Germany).
Gonzales, Donald J., United Press Associations.
Gordon, Evelyn, Washington Daily News.
Gordon, Irving H., International News Service.
Gottlieb, Sanford, Labor's Daily.
Goto, Motoo, Asahi Shimbun.
Goulding, Phil G., Cleveland Plain Dealer, Cleveland News.
Graham, Dillon, Associated Press.
Graham, Phillip L., Washington Post and Times Herald.
Graves, Aubrey A., Washington Post and Times Herald.
Green, Sterling F., Associated Press.
Greene, Charles J., Jr., New York Daily News.
Greene, Roger D., Associated Press.
Greer, Harold, Toronto Daily Star.
Gregory, Nicholas P., Philadelphia Inquirer.
Gridley, Charles O., Shreveport Times, Houston Chronicle, Dallas Times-Herald, Arkansas Democrat.
Griffin, Bulkley, Springfield Union, Bangor Daily News, Worcester Telegram-Gazette, Pawtucket Times, Fall River Herald News, Waterbury Republican-American, Lynn Item, Holyoke Transcript-Telegram, Northampton Gazette, Brockton Enterprise, New Bedford Standard Times, Newport (R. I.) Daily News, Beverly (Mass.) Times. Quincy. Mass. Patriot-Ledger. Waterloo (Iowa) Courier, Haverhill (Mass.) Gazette.
Griffin, Gerald E., Baltimore Sun.
Griffin, Isabel Kinnear, Worcester Telegram-Gazette, Bangor Daily News, New Bedford Standard-Times, Fall River Herald News, Waterbury Republican-American, Lynn Item, Springfield Union, Haverhill Gazette, Holyoke Transcript-Telegram, Pawtucket Times, Northampton Gazette, Brockton Enterprise, Newport (R. I.) Daily News, Beverly (Mass.) Times, Quincy (Mass.) Patriot Ledger, Waterloo (Iowa) Courier.
Griffiths, Harriet, Washington Evening Star.
Grimes, John A., Wall Street Journal.
Gulick, Lewis, Associated Press.

H

Haakinson, Edwin B., Associated Press.
Hadley, Edmund E., Montreal Star.
Hagan, Thomas W., Cox Newspapers, Dayton (O.) News, Atlanta (Ga.) Journal & Constitution, Miami (Fla.) News, Springfield (O.) News & Sun.
Hall, Frank A., N. C. W. C. News Service.
Hall, George H., St. Louis Post-Dispatch.
Hall, Joseph W., Jr., Associated Press.
Hanna, Sam, International News Service.
Harris, John, Boston Globe.
Harris, John A., Jr., Associated Press.
Harris, Ralph, Reuters-Australian Associated Press.
Harrison, William H., Washington Evening Star.
Hartmann, Robert T. Los Angeles Times
Haseltine, Nathan S., Washington Post and Times Herald.
Haslet, Charles C., Associated Press.
Haswell, James M., Detroit Free Press, Chicago Daily News, Akron Beacon Journal, Miami Herald.
Hatcher, Raymond L., Alexandria Gazette.
Haugland, Vern, Associated Press.
Haverfield, Iris Smallwood, North American Newspaper Alliance.
Haworth, Mary, King Features Syndicate.
Healy, Paul F., New York Daily News.
Hayden, Jay G., Detroit News.
Hearst, Joseph F., Chicago Tribune Press Service.
Heffernan, John W., Reuters-Australian Associated Press.
Helm, William P., Wichita Eagle.
Henning, Arthur S., Chicago Tribune Press Service.
Henry, John C., Washington Evening Star.
Henry, Ray, Associated Press.
Hensley, M. Stewart, United Press Associations.
Hercher, Wilmot W., Associated Press.
Herling, John, Editors Syndicate.
Hermann, Arthur F., International News Service.
Hewlett, Frank, Salt Lake Tribune, Hilo Herald Tribune, Honolulu Star-Bulletin, Spokane (Wash.) Spokesman-Review.
Heymanson, S., Randal, Australian Newspaper Service.
Higgs, Edward H., Associated Press.
Highsmith, David, Jr., Daily Traffic World.
Hightower, John M., Associated Press.
Hildebrand, W. A., Greensboro Daily News.
Hill, I. William, Washington Evening Star.
Hiner, Louis C., Indianapolis News, Muncie (Ind.) Press, Phoenix (Ariz.) Republic & Gazette.
Hines, William M., Jr., Washington Evening Star.
Hinshaw, Joseph U., International News Service.
Hochstein, Robert, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Syracuse (N.Y.) Herald-American, Huntsville (Ala.) Times, Jersey (N.J.) Journal.
Hodenfield, G. K., Associated Press.
Hoffman, Burton, Congressional Quarterly.
Hoffman, Fred S., Associated Press.
Holcomb, George B., Coos Bay (Ore.) Times.
Holeman, Frank, New York Daily News.
Holland, Cecil, Washington Evening Star.
Holland, Iva, David Lawrence Associates.
Hollander, Richard, Washington Daily News.
Holsinger, Ralph, Dayton (O.) Journal Herald.
Hornaday, Walter C., Dallas Morning News.
Horner, Garnett D., Washington Evening Star.
Horner, John V., Washington Evening Star.
Howard, William E., United Press Associations.
Hoyt, Robert E., Akron Beacon Journal, Chicago Daily News, Detroit Free Press, Miami Herald.
Humphries, Harrison B., Associated Press.
Hunt, Robert A., Associated Press.
Hutchinson, William K., International News Service.
Huttlinger, Joseph B., Mobile Press-Register, Midland (Tex.) Reporter Telegram.

I

Imhoof, Werner, Neue Zuercher Zeitung.
Irwin, Don, New York Herald Tribune.

J

Jager, Betsy, Wichita Beacon.
Jamieson, Edward, Houston Chronicle, New Orleans States, Wichita Falls (Tex.) Record-News, Fort Worth Star-Telegram, Nashville Tennessean, Youngstown Vindicator, Honolulu Advertiser, Baton Rouge (La.) Advocate & State Times, San Antonio (Tex.) Express & News, Tulsa (Okla.) World.
Jaques, Milton G., Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Syracuse (N.Y.) Herald-American, Jersey (N.J.) Journal, Huntsville (Ala.) Times.
Jarrell, John W., Omaha (Neb.) World-Herald.
Jarvis, Jerome W., Congressional Quarterly.
Jen, Richard L., Central News Agency of China.
Jensen, Robert C., Buffalo (N.Y.) News.
Jewell, Ingrid, Pittsburgh Post-Gazette.
Johnson, Alice Frein, Seattle Times.
Johnson, Walter, Fairchild Publications, New York.
Jolly, Bruce O., Greensboro (N. C.) Daily News.

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Kane, Joseph F., Associated Press.
Karmin, Monroe W., Wall Street Journal.
Kaufman, Robert W., Congressional Quarterly.
Keegan, Patricia, Congressional Quarterly.
Kelly, G. M., Associated Press.
Kelly, Thomas V., Washington Daily News.
Kelly, Virginia W., Long Beach (Calif.), Independent and Press Telegram, St. Paul (Minn.) Dispatch & Pioneer Press, Pasadena (Calif.) Independent & Star News.
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Rothman, A. D., Sydney (Australia) Morning Herald.
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Russell, Oland D., Scripps-Howard Newspaper Alliance.

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Trussell, Douglas, Pawtucket Times, Bangor Daily News, Worcester Telegram-Gazette, Springfield Union, Fall River Herald News, Waterbury Republican-American, Lynn Item, Holyoke Transcript-Telegram, Northampton Gazette, Brockton Enterprise, New Bedford Standard-Times, Newport (R. I.) Daily News, Beverly (Mass.) Times, Quincy (Mass.) Patriot-Ledger, Haverhill Gazette, Waterloo (Iowa) Courier.
Tsubokawa, Toshiro, Yomiuri Shimbun.
Tsushima, Kazuo, Asahi Shimbun.
Tucker, Rav. McClure Newspaper Syndicate.
Tufty, Esther Van Wagoner, Tufty News Service, Dear Publications, Los Angeles Mirror News, Central Press Association, New Kensington (Pa.) Daily Dispatch, Elizabeth (N.C.) Advance, Gallipolis (O.) Daily Tribune, Wheaton (Ill.) Journal, Sedalia (Mo.) Democrat, Henderson (Ky.) Gleaner & Journal, Lynn (Mass.) Telegram News, Michigan League of Home Dailies.
Tully, Andrew F., Jr., Scripps-Howard Newspaper Alliance.

U

Uhl, Alexander H., Press Associates, Inc.
Ullstein, Anthony, United Press Association.
Umstead, William L., International News Service.
Unna, Warren W., Washington (D.C.) Post and Times Herald.

V

Vaccaro, Ernest B., Associated Press.
Vaille, Frank W., Associated Press.
Van Camp, John F., Baltimore (Md.) Sun.
van der Linden, Frank, Nashville Banner, Greenville (S. C.) News, Wilmington (N. C.) Star-News, Charlotte (N.C.) Observer, Jackson (Miss.) State Times, Richmond (Va.) Times-Dispatch, Augusta (Ga.) Chronicle & Herald.
van der Linden, Lyn, Nashville (Tenn.) Banner, Greenville (S.C.) News, Wilmington (N.C.) Star-News, Charlotte (N.C.) Observer, Jackson (Miss.) State Times, Richmond (Va.) Times-Dispatch, Augusta (Ga.) Chronicle & Herald.
Van de Water, Marjorie, Science Service.
van Ky, Tran, Saigon Moi, Cai Tao (S. Viet-Nam).
Viglietta, Andrew, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Jersey (N.J.) Journal, Syracuse (N.Y.) Herald-American, Huntsville (Ala.) Times.
Viglucci, Andrew T., Washington (D.C.) News.
Vogt, John McFarland, Washington Capital News Service.
von Borch, Dr. Herbert, Die Welt (Hamburg, Germ.).
Von Feldt, Elmer, NCWC News Service.
von Herberg, Mary Philomene, San Francisco (Calif.) Call-Bulletin.
von Kahler, Anita, France Presse.
Voss, Earl H., Washington (D.C.) Star.

W

Wakamatsu, Nobushige, Chubo Nippon Shimbun.
Walker, John R., Southam Newspapers of Canada.
Walker, Norman, Associated Press.
Wall, Alfred E., Associated Press.
Walsh, Burke, N. C. W. C. News Service.
Walsh, Robert K., Washington Evening Star.
Walz, Jay, New York Times.
Ward, Annette Culler, Fairchild Publications, New York.
Ward, Paul W., Baltimore Sun.
Warden, Phillip L., Chicago Tribune Press Service.
Warner, James E., New York Herald Tribune.
Warren, Don S., Washington Evening Star.
Warren, Ernest G., Associated Press.
Warren, Lucian C., Buffalo Courier-Express.
Watson, Mark S., Baltimore Sun.
Welsh, Estelle G., St. Louis Post-Dispatch.
Wendel, Charles, Fairchild Publications, New York.
Wentworth, Evelyn L., Congressional Quarterly.
Wesley, Joseph R., Associated Press.
West, Dick S., United Press Associations.
Weyr, Thomas, United Press Associations.
Wharton, Elizabeth, United Press Associations.
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Wiggins, James R., Washington Post and Times Herald.
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Williams, Juanita, The Copley Press, Inc., Springfield (Ill.) Illinois State Journal, Springfield (Ill.) Illinois State Register, Aurora (Ill.) Beacon-News, Joliet (Ill.) Herald-News, Elgin (Ill.) Courier-News, San Diego (Calif.) Tribune, San Diego (Calif.) Union, Alhambra (Calif.) Post-Advocate, Monrovia (Calif.) News-Post, Redondo (Calif.) Daily Breeze, San Pedro (Calif.) News-Pilot, Glendale (Calif.) News-Press, Culver City (Calif.) Star-News, Venice (Calif.) Vanguard, Burbank (Calif.) Review.
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Wilson, Lyle C., United Press Associations.
Wilson, Mary Ann, Congressional Quarterly.
Wilson, Richard L., Des Moines Register and Tribune, Minneapolis Star and Tribune.
Winship, Thomas, Boston (Mass.) Globe.
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Wolfe, Bennett, Associated Press.
Wolfe, Medora Mason, Alexandria (Va.) Gazette.
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Wooton, Paul, New Orleans Times Picayune.
Wortsman, Gene, Birmingham (Ala.) Post-Herald, Rocky Mountain (Colo.) News.

Y

Yamamoto, Susumu, Mainichi Newspapers (Japan).
Yap, Diosdado M., Manila Chronicle.
Yost, Paul M., Associated Press.
Young, Joseph, Washington Evening Star.
Young, Robert C., Chicago Tribune Press Service.

Z

Zander, Richard M., Newsday (Garden City, N.Y.).
Zeidler, William F., International News Service.
Zielke, George R., Toledo Blade, Pittsburgh Post Gazette.
Zimmerman, William E., International News Service.
Zusy, Fred J., Globe Press, Istanbul (Turkey) Cumhuriyet, Cairo (Egypt) El Akhbar & Ahkbar El-yom, Tehran (Iran) Kayhan, Baghdad (Iraq) Al Sha'ab, Jerusalem (Jordan) Al Jihad, Nicosia (Cyprus) Daily Mail, Dacca (E. Pakistan) Observer.

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EKSTRABLADET (Copenhagen), 150-38 Village Rd., Jamaica 38, N. Y., JA 3-3094, Mrs. B. Hamann.
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AL GOMOURIAH; LE PROGRES EGYPTIEN; LA BOURSE EGYPTIENNE; THE EGYPTIAN ECONOMIC & POLITICAL REVIEW (all in Cairo). Room 491, UN Bldg., EL 5-2845, Simon Malley.
JOURNAL D'EGYPTE (Cairo), 239 W. 105th St., New York, N. Y., UN 5-5556, George P. Saviolides.

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DAILY TELEGRAPH & MORNING POST (London), 50 Rockefeller Plaza, New York 20, N. Y., JU 2-2626, Alex H. Faulkner, Edwin Tetlow, Ian M. Ball. 1251 National Press Bldg., Washington 4, D. C., EX 3-1335, Richard Brett-Smith, Denys Smith.
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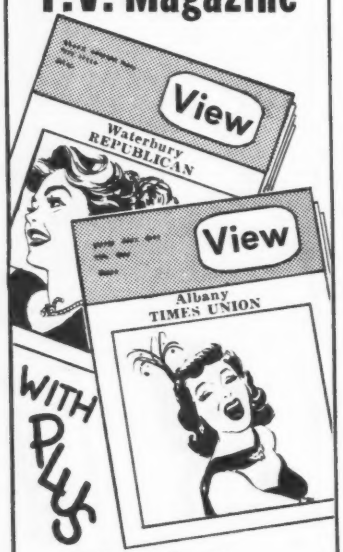

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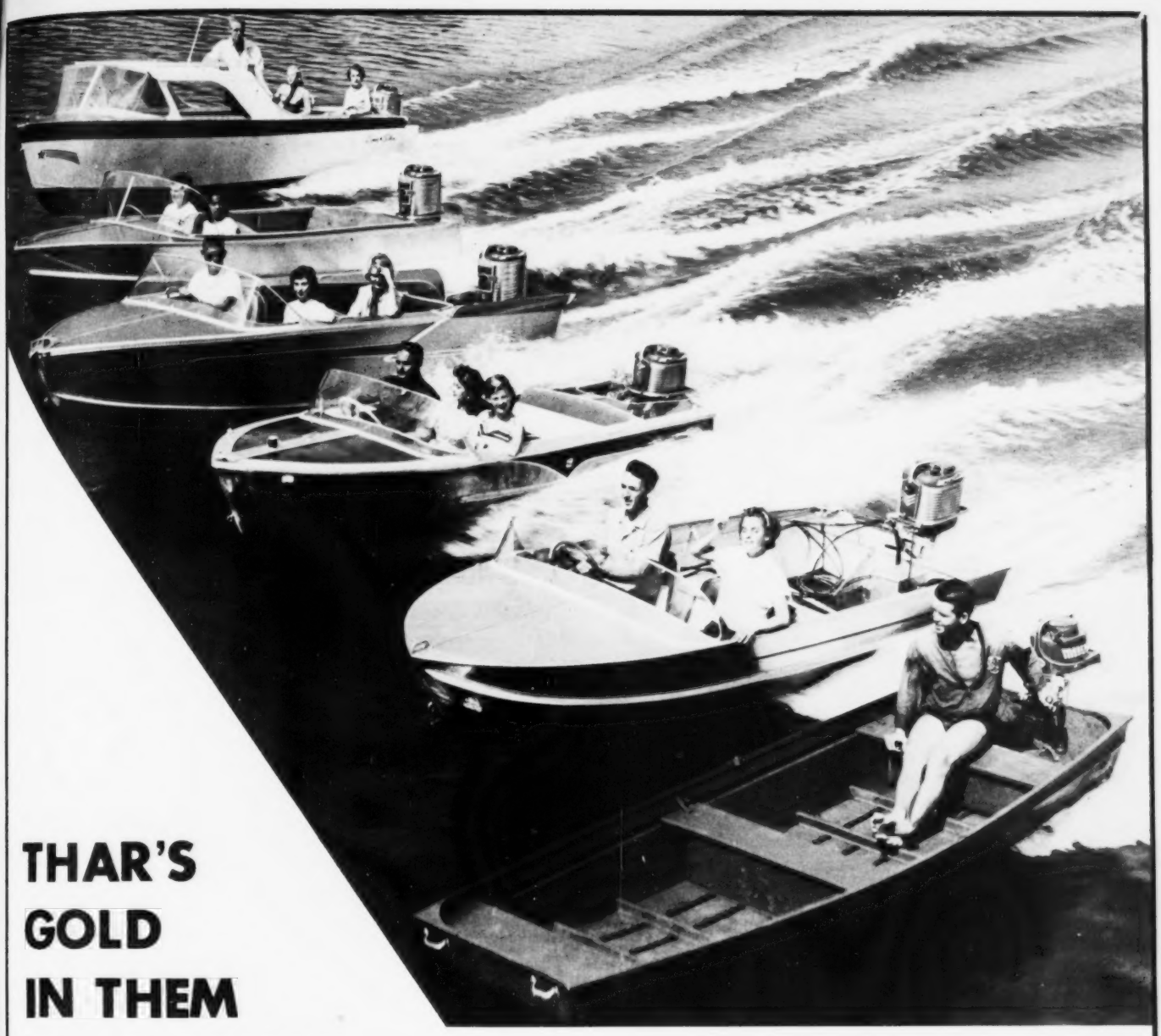

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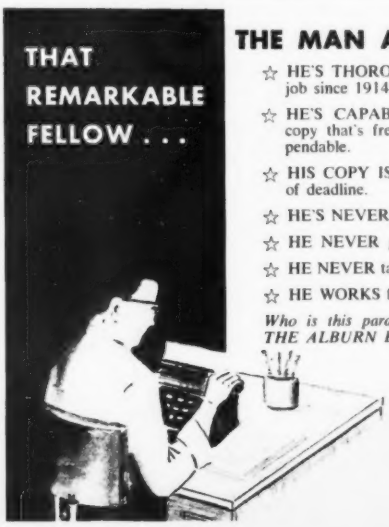

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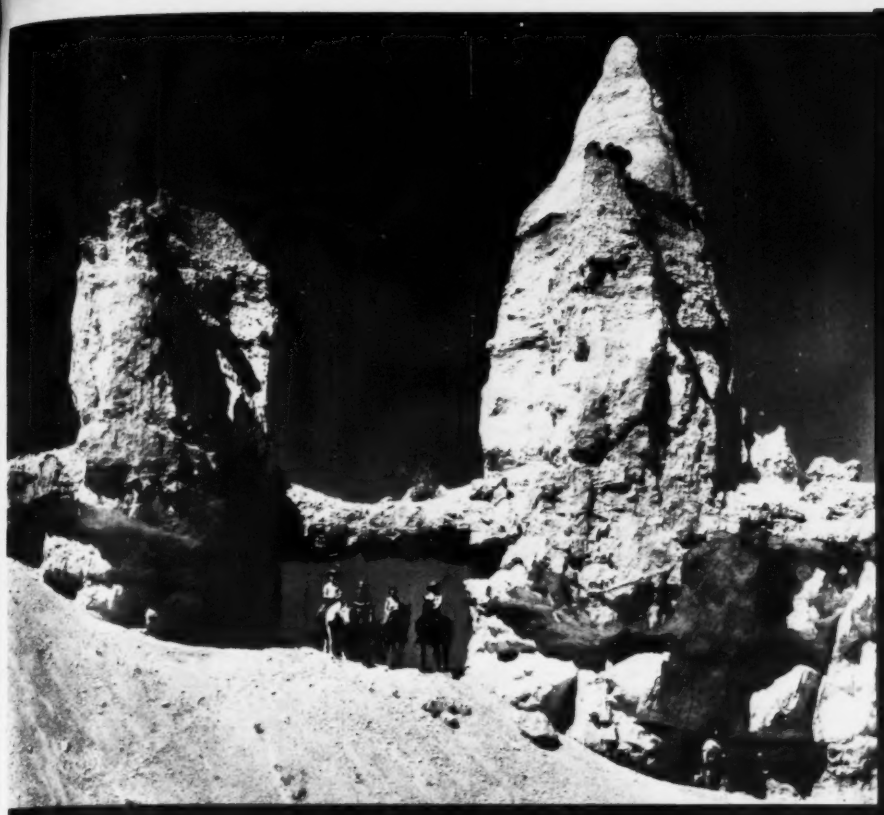

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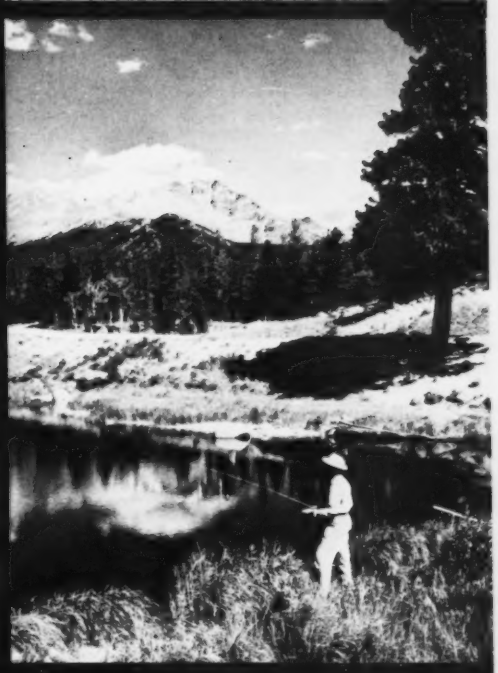

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FLORIDA, PART I—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.

FLORIDA, PART II—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties)

FOREST FOR THE FUTURE—Crown Zellerbach Corp.
Running time 28 min., 16 mm., color, sound.
(Loaned—no charge in Ark., La., Miss., Okla., Tex. through Modern Talking Picture Service, Inc., 3 E. 54 St., New York 22, N. Y.)

FRESH TO SALT WATER—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 30 mins., color, sound.
(Loaned—small charge outside trading area or private parties.)

FROM THE REVIEW TO THE HOME—Fostoria, Ohio, Review-Times.
Running time 20 mins., black and white, silent.
(Loaned—no charge)

FROM TREES TO LUMBER—American Forest Products Industries, 1816 N St., NW, Washington 6, D. C.
Running time 12½ min., 16 mm , black and white, sound.
(Loaned—no charge)

FROM TREE TO NEWSPAPER—Encyclopedia Britannica Films.
Running time 15 min., 16 mm., black and white, silent (1928)
Distributed by Encyclopedia Britannica Films, Inc., 20 No. Wacker Dr., Chicago, Ill.; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.

FROM TREES TO PAPER—American Forest Products Industries, 1816 N St., N. W., Wash. 6, D.C.
16 mm., sound, running time 12½ mins., black and white.
Loaned without cost.
Also distributed by: Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
($1.00 per day or $1.60 per wk. plus postage & ins.)

FUNNY BUSINESS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 20 mins., 16 mm., sound, black and white.
($3.00 per day or $4.80 per wk. plus postage and insurance)

GLACIER PARK—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 20 mins., color, sound.
(Loaned—small charge outside trading area or private parties)

GOLDEN GLOVES ACROSS THE SEA—Chicago, Ill. Tribune.
Sports film.
(Loaned—no charge)

GOOD BUSINESS—Champion Paper and Fibre Co.
Running time 30 min., 16 mm., color, sound.
Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.

GOOD NEIGHBORS—Minneapolis, Minn., Star and Tribune.
Running time 22 mins., 16 mm., black and white, sound.
(Loaned—no charge).

GRAPHIC '57—Consolidated International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22, Ill.
Running time 45 min., 16 mm., color, sound.
(Loaned—no charge to Graphic Arts Organizations)

GREAT WHITE TRACKWAY—Hammermill Paper Co.
16 mm., sound.
Loaned—no charge through Modern Talking Picture Service, Inc., 3 E. 54 St., New York 22, N. Y.

HERE'S YOUR WORKSAVER—Princeton Film Center, Box 431, Princeton, N. J.
Running time 15 min., 16 mm., color, sound.
Loaned—no charge except postage.

HISTORY OF WRITING—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 28 mins., black and white.
($5.50 for 1-3 days. Can be purchased.)

HOLLAND TULIP FESTIVAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 20 min., color, sound.
(Loaned—small charge outside trading area or private parties)

HOME TOWN PAPER—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 22 mins., 16 mm., sound, black and white.
($3.00 per day or $4.80 per wk. plus postage and insurance)
Also from: S.D. State College, Photo-Lab, College Sta., Brookings, S. D. (Rental: $1.25—1 or 2 days plus postage)

HOME TOWN PAPER, THE—National Film Board of Canada, 630 Fifth Ave., New York 20, N. Y.
Running time 23 min., 16 mm., black and white, sound.
Rental: Contemporary Films, 13 E. 37 St., New York 16, N. Y. or Wm. M. Dennis, Film Libraries, 2506½ W. 7th St., Los Angeles 57, Calif. Purchase price $80.

HOW A NEWSPAPER IS MADE—Ottawa (Ont., Can.) Citizen.
35 mm., color, recorded sound.
(Not loaned—sent out with operator)

HOW TO MAKE A GOOD IMPRESSION—Harris-Seybold Co., 4510 E. 71 St., Cleveland 5, Ohio.
Running time 20 min., 16 mm., color, sound.
(Loaned—trans. charges only)

HOW TO PREPARE BETTER NEWSPAPER ADVERTISING—Newspaper Advertising Executives Assn., Box 147, Danville, Ill.
Running time 44 min., 35 mm., color film strip, recorded narration.
For sale to NAEA members. Write Robert C. Pace, NAEA.

HOW TO READ NEWSPAPERS—Coronet Instructional Films, Coronet Bldg. Chicago 1, Ill.
Color or black and white, 16 mm., sound, 1 reel.
(Purchase price $55 black and white; color $100. ANPA will supply rental sources.)

HOW YOU CAN CASH IN ON THE GREATEST SHOW ON EARTH—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For field sales forces of Nat'l. Advertisers.
Running time 30 mins., color slide presentation, (Similar to Man With 99 Hands)
(Loaned or sold for $7.50 to members of Bureau of Advertising.)

INSIDE DETROIT—Detroit, Mich., News.
Running time 17 mins., 16 mm., sound, color.
(Loaned—no charge)

IOWA-LAND OF OPPORTUNITY—Des Moines, Iowa, Register and Tribune.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge)

IOWA'S EXPANDING ECONOMY—Des Moines (Iowa) Register & Tribune.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge)

IT TAKES A GIANT—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
Running time 25 min., Film strip, 35 mm., color, recorded narration, 131 frames.
(Loaned or sold to members of Bur. of Advt.)
(For major advertisers, agencies & distributors)

IT'S A TREE COUNTRY—American Forest Products Industries, 1816 N St., N.W., Washington 6, D. C.
Running time 14 mins., 16 mm., color, sound.
(Loaned—no charge)

JASPER NATIONAL PARK—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 20 min., color, sound.
(Loaned—small charge outside trading area or private parties)

JOHNNY ON THE SPOT—Newspaper Representatives Assn. of Chicago 360 No. Michigan Ave., Chicago 1, Ill.
Running time 15 mins., 16 mm., color, sound.
(Loaned—no charge)

JOURNALISM—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 11 min., 16 mm., black and white, sound.
($1.50 per day or $2.40 per wk. plus postage & ins.)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.25—1 or 2 days plus postage)

JOURNALISM IN PERSPECTIVE—Series of 4 films. University of Wisconsin, School of Journalism, Madison.
Running time 30 min., 16 mm., black and white, sound.
(Loaned—mailing costs)

KEYSTON, IDEA, THE—Pennsylvania Newspaper Publishers Assn., 2717 N. Front St., Harrisburg, Pa.
Running time 25 min., 16 mm., sound, color or black and white.
(Rental $5.00 one day, $2.50 each additional day, $15 per wk.)

LETS GO TO PRESS—Goss Printing Press Co., 5601 W. 31 St., Chicago 50, Ill.
Running time 19 mins., 16 mm., sound, color.
(Loaned—no charge)

LEXINGTON U. S. A.—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For car dealers and general audiences.
Running time 26 mins., color film strip, 35 mm., recorded narration.
(Loaned or sold to members of the Bureau of Advertising)

LOCAL NEWSPAPER—British Information Services, 30 Rockefeller Plaza, New York 20, N. Y.
Running time 17 min., 16 mm., 2 reels, sound.
(Rental $3.50 per day; Sale $65.00)

LOGGING: THE CUT—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING: THE MILL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING PINE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING: THE RIVER DRIVE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 40 min., color sound.
(Loaned—small charge outside trading area or private parties.)

LOOK TO THE YEARS AHEAD—Miehle Printing Press & Mfg. Co.
16 mm., color, sound.
Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.

MAKING OF A MAGAZINE—S. D. State College, Photo-Lab, College Station, Brookings, S. D.
Running time 28 min., 16 mm., black and white.
(Rental: $2.00—1 or 2 days plus postage)

MAN WHO BUILT A BETTER MOUSETRAP, THE—Standard Oil Company of Indiana, 910 South Michigan Ave., Chicago 80, Ill.
Running time 15 mins., slide-film, color, sound (record).
(Loaned, plus postage.)

MAN WITH 99 HANDS, THE—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For package-goods salesmen of natl. or regional advt.

FILMS AND FILMSTRIPS RELATING TO NEWSPAPER BUSINESS—Continued

Film—Producer
Running Time—Description
Distribution—Cost

Running time 20 mins., 35 mm., color filmstrip or slides, voice narration.
(Loaned or sold to members of the Bureau of Advertising)

MEN, METHODS AND MACHINES WHICH BRING YOU THE STAR-TIMES—St. Louis (Mo.) Star-Times.
35 mm. slides with projector.
(Loaned—no charge)

MEXICO IN MARCH—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 1 hour, 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MICHIGAN FANTASY—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 15 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIDLAND CENTENNIAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIGHTIER THAN THE SWORD—S. D. State College, Photo-Lab, College Sta., Brookings, S. D.
Running time 26 min., 16 mm., black and white.
(Rental: $1.00—1 or 2 days plus postage)

MILITARY AND FOREIGN AFFAIRS FILMS—titles on request. Dept. of Defense, Office of Public Information, Pictorial Branch, Washington, D.C.
16 mm., color, black and white filmstrips, sound.
(Loaned—no charge except postage for public non-profit exhibition.)

MIRACLE AT YOUR FRONT DOOR—Minneapolis (Minn.) Star & Tribune.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge to service clubs, schools, civic groups)

MIRACLE OF MILLIONS, THE—New York Daily News, New York, N. Y.
Running time 35 mins., 16 mm., color, sound.
(Loaned—ins. & transportation charges both ways)

MIRACLE OF PAPER, THE—P. H. Glatfelter Co., Spring Grove, Pa.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge)

MODERN LITHOGRAPHER—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 11 min., 16 mm., black and white, sound.
$1.50 per day or $2.40 per wk. plus postage & ins.)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.25—1 or 2 days plus postage)

MODERN MAILROOM METHODS—
16 mm., color silent.
Distributed by H. Earle Runion Production Engineers, 310 Republic Bldg., Louisville, Ky.

NEW ERA IN PRINTING, A—Intertype Corp., 360 Furman St., Bklyn. 1, N. Y.
Running time 35 mins., 16 mm., sound, color.
(Loaned—no charge)

NEWFOUNDLAND ENTERPRISE, A—
Running time 50 min., color, 16 mm., sound, 1 reel.
Distributed by Bowater Paper Co., 250 Park Ave., New York 17, N. Y.
(Loaned—no charge)

NEWS FOR THE CITIES BY THE SEA—Norfolk (Va.) Virginian Pilot & Ledger-Star.
Running time 26 min., 16 mm., color, sound.
(Loaned—no charge. Contact James M. Nolan, prom. mgr.)

NEWSDAY CARRIER BOY, THE—Garden City, N. Y., Newsday.
Running time 25 min., color, sound.
(Not loaned)

NEWSPAPER CHARACTER—Mergenthaler Linotype Co., Park Ave. and Ryerson St., Bklyn. 5, N. Y.
Black and white film strip, 35 mm., 142 frames.
(Loaned—no charge)

NEWSPAPER STORY—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 17 mins., 16 mm., black and white, sound.
($3.00 per day or $4.80 per wk.)

NEWSPAPER STORY—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 20 mins., black and white.
($3.50 for 1-3 days. Can be purchased.)

NEWSPAPER STORY—Rockford, Ill., Star and Register-Republic.
Running time 20 mins., 16 mm., black and white, sound.

NEWSPAPERS—Young America Films, Inc. 18 E. 41st St., New York 17, N. Y.
Black and white film sttip, 35 mm., 48 frames.
(Purchase only)

NEWSPAPERS MEAN BUSINESS!—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
Running time 25 min., 35 mm. film strip, recorded narration, color.
For retailers, district mgrs. & general audience)
(Loaned or sold to members of Bur. of Advt.)

NEWSPAPERS THAT GO HOME, THE—Worcester (Mass.) Evening Gazette.
Running time 26 min., color, sound.

NEWSPRINT—National Film Board of Canada, 630 Fifth Ave., New York 20, N. Y.
Running time 25 min., 16 mm., color, sound.
Prints from Howard E. Campbell at above address.

Film—Producer
Running Time—Description
Distribution—Cost

NEWSPRINT HANDLING AT MILWAUKEE JOURNAL—Milwaukee, Wis., Journal.
16 mm., color, silent.

NEW WEALTH IN THE LAND OF HIAWATHA—Minneapolis (Minn.) Star & Tribune.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge to service clubs, schools, civic groups)

1950 ALL STAR-PHILADELPHIA EAGLES FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 32 min., 16 mm., sound. Sports film.
(Loaned—no charge)

1951 ALL STAR-CLEVELAND BROWNS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 26 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge)

1952 ALL STAR-LOS ANGELES RAMS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge)

1953 ALL STAR-DETROIT LIONS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound.
(Loaned—no charge)

1954 ALL STAR-DETROIT LIONS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 15 mm., black and white, sound.
(Loaned—no charge)

1955 ALL-STAR CLEVELAND BROWNS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., black and white, sound.
(Loaned—no charge)

1956 ALL STAR-CLEVELAND BROWNS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound.
(Loaned—no charge)

1957 ALL STAR-N. Y. GIANTS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound.
(Loaned—no charge)

ONE MILLION PEOPLE—Des Moines, Iowa, Register and Tribune.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge)

OUNCE OF PREVENTION—Mergenthaler Linotype Co., Park Ave. and Ryerson St., Bklyn. 5, N. Y.
Color film strip, 35 mm., 42 frames.
(Loaned—no charge)

OUTER SPACE—The New Frontier (See Current Affairs Films)

OUT OF THE WOODS—Royal Oak, Mich., Daily Tribune.
Running time 17 min., 16 mm., black and white, sound.
(Loaned—transportation charges only)

PACIFIC NORTHWEST—Holland, Mich., Evening Sentinel and Midland, Mich., News.
Running time 30 min., color, sound.
(Loaned—small charge outside trading area or private parties)

PAPER—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 11 mins., black and white.
($2.50 for 1-3 days. Can be purchased)

PAPER-THE GIFT OF TS'AI LUN—Bureau of Visual Instruction, University of Kansas, Lawrence, Kan.
Running time 28 mins., 16 mm., sound, black and white.
($1.00 per day or $1.60 per wk. plus postage and insurance)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $2.00—1 or 2 days plus postage & ins.); Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.
(Loaned—no charge)

PAPER INDUSTRY, THE—Ralph Adams, 4104 Goodland Ave., North Hollywood, Calif.
Color, strip film, 35 mm., 2 parts, 61 frames.
(Sold only—$9.00)

PAPER IN THE MAKING—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 25 mins., 16 mm., sound, color.
(Loaned—no charge)

PAPER MADE FOR YOU, THE—Gilbert Paper Co., Menasha, Wis.
Running time 23 mins., 16 mm., sound, color.
(Loaned—postage only. Through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.)

PAPER MAKING—Coronet Instructional Films, Coronet Bldg., Chicago 1, Ill.
16 mm., black and white, 2 reels, sound.
Purchase price $90. ANPA will supply rental source.

PAPER AND PULP MAKING—Coronet Films, Coronet Bldg., Chicago 1, Ill.
16 mm., 1 reel, color or black and white, sound.
(Purchase price $55 black and white, color $100. ANPA will supply rental sources.)

PAPER WORK—Champion Paper and Fibre Co.
Running time 30 mins., 16 mm., color, sound.
(Loaned, no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.)

PAPER SWORD, THE—S. D. State College, Photo-Lab, College Station, Brookings, S. D.
Running time 26 min., 16 mm., black and white.
(Rental: $1.00—1 or 2 days plus postage)

Film Producer
Running Time—Description
Distribution—Cost

PARTNERSHIP WITH NATURE, IN—International Paper Co., 220 E. 42 St., New York 17, N. Y.
Running time 25 min., 16 mm., color, sound.
(Loaned-no charge)

PASTER PILOT—Goss Printing Press Co., 5601 W. 31 St., Chicago 50, Ill.
Running time 7½ min., 16 mm., color, sound.
(Loaned—no charge)

PEOPLE, PROFITS AND YOU!—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
Running time 25 min., 16 mm., color, sound.
For general audiences.
(Rented or sold to members of Bureau of Advt.)

PERFECT BALANCE, IN—Miehle Printing Press & Mfg. Co.
16 mm., color, sound.
Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.

PHOTOCOMPOSITION IN OPERATION IN THE NEWSPAPER FIELD—Intertype Corp., 360 Furman St., Bklyn. 1, N. Y.
Running time 45 min., 16 mm., color, sound.
(Loaned—no charge)

PHOTOCOMPOSITION AND RAPID ETCH ENGRAVING—Copley Productions, Union Tribune Bldg., San Diego 12, Calif.
Running time 36 min. color, narration.
(Available on loan. Write N. L. Hazelip, Dir.)

PICTURE PAPER—British Information Services, 30 Rockefeller Plaza, New York 20, N. Y.
Running time 20 min., 16 mm., 2 reels.
(Rental $3.50 per day. Sale $65.00. Also from: Photo & Sound Co., 116 Natoma St., San Francisco, Calif.; Rarig Motion Picture Co., 5514 University Way, Seattle, Wash.)

PICTURE'S THE THING, THE—S. D. State College, Photo-Lab, College Station, Brookings, S. D.
Running time 18 min., 16 mm., color.
(Rental: $2.50—1 or 2 days plus postage)

POLICE REPORTER—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 19 min., 16 mm., black and white, sound.
($3.00 per day or $4.80 per wk. plus postage & ins.) Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.50—1 or 2 days plus postage.)

POWELL RIVER STORY—Powell River Sales Corp., Standard Bldg., Vancouver 2, B. C., Can. or 10 E. 40 St., New York 16, N. Y.
Running time 30 min., 16 mm., color, sound.
(Loaned—no charge. Purchase-cost of copy.)

PRICE OF FREEDOM—Produced by Nat'l Assn. of Mfrs.
Running time 20 mins., 16 mm., black and white, sound.
(Loaned to publishers, $1.00 plus Postage.)
Distributed by Gene Alleman, Michigan Press Assn., 257 Mich. Ave., East Lansing, Mich. or available from Audio-Visual Center of Indiana University, Bloomington, Ind.
Also from: Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
($1.00 per day or $1.50 per wk. plus postage & ins.) S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.50—1 or 2 days plus postage).

PRINTING—Bureau of Visual Instruction, University of Kansas, Lawrence, Kan.
Running time 11 min., 16 mm., sound, black and white.
($1.50 per day or $2.40 per wk. plus postage and insurance)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.25—1 or 2 days plus postage.)

PRINTING-HERE'S HOW WE PRINT—Bureau of Visual Instruction, University of Kansas, Lawrence, Kan.
Running time 11 mins., 16 mm., sound.
($1.25 per day or $2.00 per wk. plus postage and insurance)

PRINTING THROUGH THE AGES—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 13 mins., black and white.
($3.00 for 1-3 days. Can be purchased)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D. (Rental: $1.50—1 or 2 days plus postage.)

PRODUCING A GREAT NEWSPAPER—Cleveland, Ohio, Plain Dealer.
Running time 20 mins., 16 mm., black and white, sound.
(Loaned—no charge)

PROMISE OF THE TREES—Weyerhaeuser Forest Products.
Running time 27 min., 16 mm., color, sound.
Loaned—no charge through Modern Picture Talking Service, 3 E. 54 St., New York 22, N. Y.

PROPAGANDA TECHNIQUE—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 11 min., 16 mm., black and white, sound.
($1.50 per day or $2.40 per wk. plus postage and ins.)

PUBLIC OPINION—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 11 mins., black and white.
($2.50 for 1-3 days. Can be purchased)

PUBLIC OPINION—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 22 min., 16 mm., black and white, sound.
($1.50 per day or $2.40 per wk. plus postage and ins.)

Film Producer
Running Time—Description
Distribution—Cost

PUBLIC OPINION IN OUR DEMOCRACY—Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
Running time 11 min., 16 mm., black and white, sound.
($1.50 per day or $2.40 per wk. plus postage and ins.)

PULP AND PAPER FROM CANADA—National Film Board of Canada, 630 Fifth Ave., New York 20, N. Y.
Running time 22 min., 16 mm., black and white, sound.
Purchase $80. Rental: Contemporary Films, Inc., 13 E. 37 St., New York 16, N. Y., or Wm. M. Dennis, Film Libraries, 2506½ W. 7th St., Los Angeles 57, Calif.

REPLATE—Goss Printing Press Co., 5601 W. 31 St., Chicago 50, Ill.
Running time 15 min., 16 mm., color, sound.
(Loaned—no charge)

RICH IOWA FARM MARKET, THE—Des Moines, Iowa Register and Tribune.
Running time 20 min., 16 mm., color, sound.
(Loaned—no charge)

RIVER DAYS—Holland, Mich., Evening Sentinel and Midland, Mich., News.
Running time 40 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

RIVER OF PAPER—
Running time 30 min., 16 mm., color, sound.
Distributed by Powell River Sales Corp., 10 E. 40 St., New York 16, N. Y.

ROCKY MOUNTAIN EMPIRE—Denver (Colo.) Post.
Running time 28 mins., 16 mm., color.
(Loaned—no charge)

ROP COLOR—Copley Productions, Union-Tribune Bldg., San Diego 12, Calif.
Running time 29½ min., color, sound.
(Available on loan. Write, N. L. Hazelip, Dir.)

SAFER SABER, THE—Harris-Seybold Co., 4510 E. 71 St., Cleveland 5, Ohio.
Running time 18 min., 16 mm., color, sound.
(Loaned—trans. charges only)

SCHOOL ON SKIS—Salt Lake City (Utah) Deseret News & Telegram.
Running time 23 min., 16 mm., color, sound.
(Loaned—no charge)

SHORT COURSE IN PAPER MAKING, A—P. H. Glatfelter Co., Spring Grove, Pa.
Running time 35 mins., 16 mm., sound, color.
(Loaned—no charge)

SIOUX CITY STORY, THE—Sioux City, Iowa, Journal-Tribune.
Running time 30 mins., 16 mm., color, sound.
(Loaned, no charge, except mailing cost.)

SPOKANE AND ITS INLAND EMPIRE—Spokane, Wash., Spokesman-Review.
Running time 45 mins., 16 mm., color, sound.
No charge—transp. and insurance only.
Distributed by Spokane, Wash., Spokesman-Review and Chronicle; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.; Bray Pictures Corp., 729 7th Ave., New York, N. Y.

SPOT NEWS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 10 mins., 16 mm. sound.
($1.50 per day or $2.40 per wk. plus postage & insurance)

STAR GOES TO PRESS, THE—Washington, D. C., Star.
Running time 20 min., 16 mm., color, sound.
(Loaned—no charge)

STORY OF THE MIRROR YOUTH PROGRAM, THE—New York (N.Y.C.) Mirror.
Running time 13-15 min., 16, 35 mm., black and white, sound.
(Loaned—ins. & trans. charges both ways)

STORY OF PRINTING, THE—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 48 mins., black and white.
($8.50 for 1-3 days. Can be purchased)

STORY THAT COULDN'T BE PRINTED—Bureau of Visual Instruction, University of Kansas, Lawrence, Kans.
Running time 11 mins., 16 mm., sound.
($1.50 per day or $2.40 per wk. plus postage and insurance)
Also from: S. D. State College, Photo-Lab, College Station, Brookings, S. D.
(Rental: $1.25—1 or 2 days plus postage)

TELETYPESETTER—Mergenthaler Linotype Co., Park Ave. and Ryerson St., Bklyn. 5, N. Y.
Black and white film strip, 35 mm., 26 frames.
(Loaned—no charge)

TELETYPESETTER TECHNIQUES—Copley Productions, Union-Tribune Bldg., San Diego 12, Calif.
Running time 11½ min., color, narration.
(Available on loan. Write, N. L. Hazelip, Dir.)

TELL IT TO THE TEENS—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For advertisers, retailers, dept. stores, district offices, ad clubs.
Running time 25 min., 35 mm., color film strip, recorded narration.
(Loaned or sold to members of Bureau of Advt.)

TENNESSEE VENTURE—Bowater Paper Co., Inc., 250 Park Ave., New York 17, N. Y.
Running time 20 min., 1 reel, 16 mm., color, sound.
(Loaned—no charge)

(Continued on Page 336)

SCHOOLS AND DEPARTMENTS OF JOURNALISM

AGRICULTURE AND MECHANICAL COLLEGE OF TEXAS, College Station, Texas. General enrollment for first semester, 7,290. Department of Journalism. Faculty: Prof. Donald D. Burchard, A.M., head of department.

ALABAMA, UNIVERSITY OF, Tuscaloosa, Ala. 1957; On-campus enrollment first semester, 8,400. Dept. of Journalism. C. E. Bounds, M. A., professor and head. Graduated in Journalism (1956-57): 18 bachelors, 1 master.

ARIZONA STATE COLLEGE, Tempe, Arizona. Marvin Alisky, Ph. D., chairman. Campus enrollment 7,951. Dept. enrollment 104. Majors 80. B. A. degree in journalism or radio-tv.

ARIZONA, UNIVERSITY OF, Tucson, Arizona. General enrollment first term 9,300. Department of Journalism. Brewster P. Campbell, professor and head; Enrollment: 109, majors, 58. B.A. degree with major in Journalism. Graduated (1956-57): 17.

ARKANSAS, UNIVERSITY OF, Fayetteville, Ark. General enrollment for first semester, 5,200. Department of Journalism. J. A. Thalheimer, M.A., professor and chairman of the department; Graduated in Journalism last year (1956-57); 8 bachelors.

BAYLOR UNIVERSITY, Waco, Texas. General enrollment for first quarter, 5,000. Department of Journalism. William J. Thomas, Ph.D., professor of journalism and chairman of department.

BOSTON UNIVERSITY, Boston, Mass. General enrollment for the fall semester full time, 11,175. Division of Journalism, School of Public Relations and Communications. Joseph A. Del Porto, B. A., M. A., Ph. D., professor of journalism and division chairman. Enrollment: professional, 116. Graduated in Journalism last year (1956-57): 41 bachelors; 13 masters.

BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio. General enrollment for the first semester, 4,796. Department of Journalism. Jesse J. Currier, M.A., professor and Chairman of the Department. Graduated in journalism (1956-57): 19.

BRADLEY UNIVERSITY, Peoria, Ill. Department of Journalism, organized in 1920, Paul B. Snider, chairman. Seventeen courses in journalism, including typography, photo-journalism, industrial publications and public relations, representing 50 semester hours. Professional enrollment: 34 sophomores, 11 juniors, 8 seniors. Graduated 1956, 15.

BRIDGEPORT UNIVERSITY OF, Bridgeport 4, Conn. Department of Journalism organized in 1947. Howard Boone Jacobson, Chairman of the Department. Degrees: B.A., B.S. Graduated (1955-56): 6.

BRIGHAM YOUNG UNIVERSITY, Provo, Utah. General enrollment first quarter, 10,542. Department of Journalism. Oliver R. Smith, A.B., Ph. D., professor, chairman of the department. Graduated in journalism last year (1956-57): 10 bachelors, 2 masters.

BUTLER UNIVERSITY, Indianapolis, Ind. General enrollment first semester 3,500. Communication-Journalism Division of the College of Business Administration. Degree in Journalism also offered in College of Arts and Sciences. De Forest O'Dell, A.B., M.A., Ph.D., Professor of Journalism, in charge of Division. Graduated in Journalism last year (1956-57): 6 bachelors of science, 4 bachelor of arts.

CALIFORNIA, UNIVERSITY OF, Berkeley, California. Total enrollment fall semester 19,196. Philip F. Griffin, M.A., associate professor and chairman of department. Graduated in journalism (1955-56): 39 bachelors; 2 masters.

CALIFORNIA, UNIVERSITY OF, Los Angeles, California. General enrollment for fall semester, 14,794. Department of Journalism. Robert E. G. Harris, M.A., professor and chairman of the department. Graduated in 1956, 15 masters.

COLORADO, UNIVERSITY OF, Boulder, Colo. General enrollment for Fall semester, 9,844 College of Journalism. A. Gayle Waldrop, M.A., professor, director. Enrollment: professional 65; pre-professional, 99. Special student 1.

COLUMBIA UNIVERSITY, New York, N. Y. Graduate School of Journalism. Edward W. Barrett, A.B., LL.D., Dean.

CONNECTICUT, UNIVERSITY OF, Storrs, Conn. General enrollment for first semester, 11,360. Department of Journalism. John H. Gleason, head of department and professor of journalism. Enrollment in journalism: 32.

CREIGHTON UNIVERSITY, Omaha, Nebr. General Enrollment First Semester, 2,760. Department of Journalism. David A. Haberman, A.M., director of the department. Graduated in Journalism last year: 8 bachelors.

DENVER, UNIVERSITY OF, Denver, Colo. General enrollment first quarter, 6,000. Department of journalism. J. Russell Heitman, B.J., M.S.J., chairman of department. Graduated in journalism last year (1956-57): 9 bachelors.

DRAKE UNIVERSITY, Des Moines 11, Iowa. General enrollment for first semester, 2,500. Department of Journalism. R. M. Bliss, chairman of the department. Graduated in journalism last year (1956-57): 5.

DUQUESNE UNIVERSITY, Pittsburgh, Pa. General enrollment for first semester, 4,000. Department of Journalism. Professor Cornelius S. McCarthy, B.S., M.E., coordinator of department. Enrollment: professional, 160. (Instruction begins in freshman year.)

FLORIDA STATE UNIVERSITY, Tallahassee, Fla. School of Journalism. General enrollment 6,982 for first semester. Laurence R. Campbell, Ph.D., Dean. Graduated in journalism (1956-57): M.A., 3; M.S., 3; B.S., 18; B.A., 4. Enrollment: professional, 59; pre-professional, 61.

FLORIDA, UNIVERSITY OF, Gainesville, Fla. General Enrollment fall semester, 11,000. School of Journalism and Communications. Rae O. Weimer, professor of journalism and director of the school. Graduated last academic year (1956-57): in advertising (BSAdv.) 8; 36 BSC, 31, BSJ, 6, MA.

FORDHAM UNIVERSITY, New York City. General enrollment, 10,600. Department of Communication Arts, Rev. John A. St. George, S. J. Chairman. Edward A. Walsh, M.Ed., head of Division of Journalism. Graduated in 1957: 29 bachelors; 4 masters.

FRESNO STATE COLLEGE, Fresno, California. General enrollment first semester 4,900. Department of Journalism. Faculty: Paul V. Sheehan, A.B., A.M., Ph.D., professor and chairman of the department. Graduates in journalism (1956-57), 15.

FURMAN UNIVERSITY, Greenville, S. C. General enrollment for first semester, 1,330. Department of Journalism, Ira L. Baker, M.A., head. Enrollment total: 35. Graduates, spring, 1957: 3.

GEORGE WASHINGTON UNIVERSITY, Washington, D. C. General enrollment for the first term, 13,009. Department of Journalism. Ross P. Schlabach, Jr., M.S., professor and executive officer of the department. Enrollment: professional 43; graduated in journalism last year, 18.

GEORGIA, UNIVERSITY OF (Henry W. Grady School of Journalism), Athens, Ga. General enrollment for first term, 5,922. School of Journalism. John E. Drewry, A.B., B.J., A.M., professor of journalism and dean of the school. Enrollment: professional 112, pre-professional 102. Graduated in journalism last year: 48 bachelors.

HOUSTON, UNIVERSITY OF, Houston, Tex. General enrollment for first term, 13,361. Department of Journalism and Graphic Arts. Faculty: Bruce Underwood, M.A., associate professor of journalism and director. Graduated in journalism and graphic arts last year, 14.

IDAHO STATE COLLEGE, Pocatello, Idaho. General enrollment for first semester, 2,185. The division of journalism. Steve Lamoreux, Instructor and director. Enrollment in journalism: professional, 27, non-professional 40. Graduated in journalism last year: 1.

IDAHO, UNIVERSITY OF, Moscow, Idaho. General enrollment for first semester, 3,707. Department of Journalism. Granville Price, Ph.D., professor and chairman. Enrollment in journalism; professional, 11; pre-professional, 30. Graduated in journalism (1956-57): 2.

ILLINOIS, UNIVERSITY OF, Urbana, Ill. General enrollment for the first semester, 18,689 (1957). College of Journalism and Communications. Theodore B. Peterson, Jr., M.S., Ph.D., professor of journalism and dean of the college. Enrollment: professional, 205; graduate, 30. Graduated in journalism last year (1956-57): 115 Bachelors, 12 masters.

INDIANA UNIVERSITY, Bloomington, Ind. General enrollment for first semester, 14,257. Department of Journalism. John E. Stempel, M.S., professor of journalism and chairman of the department. Graduated in journalism (1956-57): 24 bachelors; 3 masters.

IOWA STATE COLLEGE, Ames, Iowa. General enrollment for first quarter, 10,000. Department of Journalism. K. R. Marvin, B.S., M.S., professor and head of department. Graduated in journalism last year: 16 B.S., 3 M.S., 2 Ph.D.

IOWA, STATE UNIVERSITY OF, Iowa City, Iowa. General enrollment for first semester, 9,901. School of Journalism, Leslie G. Moeller, B.A., Litt. D., professor and director. Graduated in journalism in 1957: 57 bachelors; 11 masters; 3 doctors.

KANSAS STATE COLLEGE OF AGRICULTURE AND APPLIED SCIENCE, Manhattan, Kans. General enrollment for first semester, 7,200. Department of Journalism: R. R. Lashbrook, B.S., M.S., professor and head of the department. Graduated in journalism last year (1956-57): 23 bachelors.

KANSAS, UNIVERSITY OF, Lawrence, Kansas. General enrollment for the first semester, 9,200. William Allen White School of Journalism and Public Information. Burton W. Marvin, M.Sc., professor of journalism and dean. Graduated in journalism last year (1956-57): 38 bachelors, 5 masters.

KENT STATE UNIVERSITY, Kent, Ohio. General enrollment for first quarter, 6,700 (campus) and 1,100 off-campus. School of Journalism. William Taylor, M.A., professor and chairman of the school of journalism. Graduates in journalism last year (1956-57): 28.

KENTUCKY, UNIVERSITY OF, Lexington, Ky. General enrollment for first semester, 8,794. School of Journalism. L. Niel Plummer, Ph.D., professor and director of the School. Graduated in journalism last year (1956-57): 23 bachelors.

LEHIGH UNIVERSITY, Bethlehem, Pa. General enrollment for first semester, 3,233. Division of Journalism. Joseph B. McFadden, associate professor and head of journalism division. Graduates in journalism last year (1956-57): 3.

LINCOLN UNIVERSITY, Jefferson City, Mo. General enrollment for first semester, 1,048. Department of Journalism. Armistead S. Pride, A.B., M.A., M.S.J., Ph.D., chairman. Graduated in journalism (1956-57): 4.

LONG ISLAND UNIVERSITY, Brooklyn 1, N. Y. General enrollment for first semester, 2,100. Department of Journalism: Jacob H. Jaffe, Lit.B., M.A., professor in charge of the department.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. General enrollment for first semester, 10,500. School of Journalism. Frank J. Price, Ph.D., professor and director. Graduated in journalism in 1957: 19 bachelors; 3 masters.

LOYOLA UNIVERSITY OF THE SOUTH, New Orleans, La. Department of Journalism. General enrollment for (1955-56), 2,569. Chairman, Edwin P. Fricke, Ph.B. Enrollment professional, 24.

MAINE, UNIVERSITY OF, Orono, Maine. General enrollment for first semester, 4,000. Department of Journalism. Brooks W. Hamilton, A.B., assistant professor and head of department. Graduated in journalism last year: 3.

MARQUETTE UNIVERSITY, Milwaukee, Wis. General enrollment for first semester, 10,142. College of Journalism. J. L. O'Sullivan, B.J., professor of journalism and dean of the college. Graduated in journalism last year, 64 bachelors; 2 masters.

MARSHALL COLLEGE, Huntington, West Virginia. General enrollment for fall semester: 3,962 on campus and 280 by extension, night school 960. Department of Journalism. W. Page Pitt, M.S.J., professor and head of the department. Graduated in journalism (1956-57): A.B. (with certificate in journalism): 8. Enrollment in journalism classes in September, 1957: 185; journalism majors: 42.

MARYLAND, UNIVERSITY OF, College Park, Md. Enrollment, first semester 1956-57, 11,341. Department of Journalism and Public Relations, Faculty: Alfred Crowell, professor, head of department; Graduated in Journalism, (1956-57): 38.

MEMPHIS STATE UNIVERSITY, Memphis, Tenn. General enrollment for first semester, 4,400. Herbert Lee Williams, Ph.D., chairman of department. Graduated in journalism last semester, 11.

MERCER UNIVERSITY, Macon, Ga. General enrollment for first term, 1,268. Department of Journalism. Rabun L. Brantley, A.B., M.A., Ph.D., head of the department. Enrollment: non-professional and elective students, 15.

MIAMI, UNIVERSITY OF, Coral Gables, Fla. General enrollment for Fall semester, 12,127. Department of Journalism. Simon Hochberger, B.J., A.M., professor and chairman of department. Graduated in journalism (1957): 19.

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. General enrollment for first semester, 20,000. School of Journalism. Fred S. Siebert, J.D., Director. Graduated in journalism last year, 80.

MICHIGAN, UNIVERSITY OF, Ann Arbor, Mich. General enrollment for first semester, 27,031. Department of Journalism. Wesley H. Maurer, A.B., B.S., B.J., professor and chairman of the Department. Graduates (1957): (Feb., June, Aug.): 37 bachelors (19 women, 18 men) (18 certificated); masters (2 years and 3 years), 3.

FILMS AND FILMSTRIPS RELATING TO NEWSPAPER BUSINESS—Continued

Film Producer
Running Time—Description
Distribution—Cost

TEST ON NEWSPRINT IN VISIBLE-SIDED BOX CAR—ANPA Traffic Dept., 370 Lexington Ave., New York 17, N. Y.
Running time 25 min., 16 mm., black and white, silent.
(Loaned—no charge on written request)

THAT'S NEWS TO ME—Royal Oak, Mich., Tribune.
Running time 15 min., 16 mm., color, sound.
Distributed by Royal Oak Tribune, Royal Oak, Mich.
(Loaned—mail charge).

THEY NEVER STOP TRYING—Seattle, Wash., Post-Intelligencer.
16 mm., sports promotion film.
(Loaned—no charge)

THIRD PERSON, THE—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For package goods people and general audiences.
Running time 28 mins., 35 mm., color film strip.
(Loaned or sold to members of Bureau of Advertising.)

THIS IS THE PLACE—Salt Lake City, Utah, Deseret News.
Running time 22 min., 16 mm., color, sound.
(Loaned—no charge)

TODAY AT YOUR PRESS-CHRONICLE—Johnson City, Tenn., Press-Chronicle.
Running time 30 min., 16 mm., color, sound.
(Loaned—transportation charges only)

TODAY'S NEWS-TOMORROW'S MEN—Knoxville, Tenn., News Sentinel.
Running time 20 min., 16 mm., black and white, sound.
(Loaned to interested persons through Univ. of Tenn. Extension Service—small charge)

TORONTO STAR MAILROOM—Toronto, Ont., Canada, Star.
16 mm., color, silent.
Address requests to Cline Electric Mfg. Co., 3405 W. 47 St., Chicago 32, Ill., or Toronto Star.

TRANSPORTATION REVOLUTION, THE—Current Affairs Films, 527 Madison Ave., New York 22, N. Y.
35 mm., film strip, sound. (Other titles on request)
Available to schools through newspapers.

THIS IS COLOR—Interchemical Corp.
Running time 27 min., 16 mm., color, sound.
Loaned—no charge through Modern Talking Picture Service, Inc., 3 E. 54 St., New York 22, N. Y.

TREES TO TRIBUNE—Chicago, Ill., Tribune.
Running time 43 min., 16 mm., color, sound.
(Loaned—no charge)
Also from: Bureau of Visual Instruction, University of Kansas Extension, Lawrence, Kans.
($1.00 per day or $1.60 per wk. plus postage and insurance)

TYPE SPEAKS—American Type Founders Co., Inc.
Running time 25 min., 16 mm., color, sound.
(Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.)

WEALTH OF THE NATION—Abitibi Service, Inc., 131 No. Ludlow St., Dayton 2, Ohio.
Running time 22 mins., 16 mm., color, sound.
(Loaned—no charge)

WEEKI WACHI—Holland, Mich., Evening Sentinel and Midland, Mich., News.
Running time 12 min., color, sound.
(Loaned—small charge outside trading area or private parties)

WELCOME TO THE JOURNAL—Milwaukee (Wis.) Journal.
16 mm., color, sound.
(Address requests to prom. mgr.)

WESTWARD, THE COURSE OF EMPIRE—Denver, Colo., Post.
Running time 28 min., 16 mm., color.
(Loaned—no charge)

WE'VE GOT NEWS FOR YOU—Charleston, S. C., News & Courier and Post.
Running time 14½ min., 16 mm., color, sound.
(Loaned—no charge)

WHAT HAPPENS WHEN NEWSPAPERS DON'T HIT TOWN?—Bureau of Advertising, 485 Lexington Ave., New York 17, N. Y.
For ad & civic clubs, students.
Running time 15 or 27 min., color, 35 mm., filmstrip, recorded narration.
(Loaned or sold to Bureau of Advertising members.)

WINGS OVER ONTARIO—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 30 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties)

WORLD HERALD STORY, THE—Omaha, Neb., World-Herald.
Running time 26 min., color, sound.
(Loaned—no charge)

WRITING THROUGH THE AGES—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 10 mins., black and white.
($2.50 1-3 days. Can be purchased)
Also from: S. D. State College, Photo-Lab, College Sta., Brookings, S. D. (Rental $1.25—1 or 2 days plus postage)

YOUR CAREER IN JOURNALISM—Weyerhaeuser Forest Products.
16 mm., sound.
Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.

YOUR CAREER IN PRINTING—Weyerhaeuser Forest Products.
16 mm., sound.
Loaned—no charge through Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y.

YOUR FOREST HERITAGE—National Film Board of Canada, 630 Fifth Ave., New York 20, N. Y.
Running time 18 min., 16 mm., color, sound.
Loaned—no charge except postage from Canadian film library at above address or 111 N. Wabash Ave., Room 1412, Chicago 2, Ill.

YOUR NEWSPAPER—Rochester, N. Y., Times-Union.
Running time 14 mins., 16 mm., color, sound.
(Loaned to local schools.)

YOUR NEWSPAPER—Beloit, Wis., Daily News.
Running time 30 mins., 16 mm.
(Not loaned)

YOUR NEWSPAPER, HOW IT'S MADE—Saginaw, Mich., News.
Running time, 45 min. 1 reel, 16 mm., black and white, silent.
Distributed by Saginaw News, Saginaw, Mich.

SCHOOLS AND DEPARTMENTS OF JOURNALISM—Continued

MINNESOTA, UNIVERSITY OF, Minneapolis, Minn. General enrollment for first term 26,500. School of Journalism. Ralph D. Casey, Ph.D., director and professor of journalism. School of Journalism enrollment: 52 graduate students, 3 special students, 165 upperclass professional students; 72 pre-professional students; 405 total number of students standing one or more journalism classes. Graduated in journalism last year (1956-57): 15 graduate degrees; 73 bachelor of arts degrees.

MISSISSIPPI SOUTHERN COLLEGE, Hattiesburg, Miss. General enrollment 3,414. Department of Journalism, organized in 1947. Frank W. Hockley, B.A., M.A., LL.B., chairman. B.A. and B.S. degree with major in journalism. Enrollment for (1956-57): professional, 34.

MISSISSIPPI, UNIVERSITY OF, Oxford, Mississippi. General enrollment of the university, 3,100. Department of Journalism. Samuel S. Talbert, Ph.D., chairman and professor of journalism. Enrollment, professional, 55. Graduated in last year 15 bachelors, 2 masters.

MISSOURI, UNIVERSITY OF, Columbia, Mo. General enrollment first semester, 9,598. School of Journalism. Earl Franklin English, A.B., B.S., A.M., Ph.D., Dean of the Faculty and professor. Enrollment: 238 upperclass; 65 graduates; B.J. (1957), 122; 19 graduate degrees.

MONTANA STATE UNIVERSITY, Missoula, Montana. General enrollment for first quarter, 2,300. School of Journalism. N. B. Blumberg, Ph.D., Dean and professor. Enrollment: 95. Graduated in journalism last year (1956-57): 22 bachelors, 1 master.

NEBRASKA, UNIVERSITY OF, Lincoln 8, Nebraska. General enrollment for first semester, 4,194. School of Journalism. William E. Hall, Ph.D., professor and director of the school. Enrollment: professional, 47; pre-professional, 61. Graduated in journalism last year: 22.

NEVADA, UNIVERSITY OF, Reno, Nevada. General enrollment for first semester, 1,800. Department of Journalism. A. L. Higginbotham, M.A., professor of journalism and chairman of the department. Enrollment: professional, 25; pre-professional, 25; miscellaneous, 45. Graduated in journalism last year (1956-57): 6 bachelors.

NEW MEXICO, UNIVERSITY OF, Albuquerque, New Mexico. General enrollment for semester 1, 1957, 4,500. Department of Journalism, Keen Rafferty, B.A., professor and chairman of department. Leonard L. Jermain, M.A., associate professor.

NEW YORK UNIVERSITY, New York, N. Y. Total general enrollment for last year, 56,280 (approx.) Department of Journalism. John Tebbel, LitD., professor and chairman of the department. Enrollment; professional, approx. 227. Graduates in journalism last year (1956-57): 76 bachelors.

NORTH CAROLINA, UNIVERSITY OF, Chapel Hill, N. C. General enrollment for first semester, 7,898. School of Journalism. Norval Neil Luxon, B.S., M.A., Ph.D., professor of journalism and dean of school. Enrollment: professional: 67. Graduated in journalism last year (1956-57): 25 bachelors; 1 master's.

NORTH DAKOTA, UNIVERSITY OF, Grand Forks, N. D. General enrollment of civilian students, 3,500; first semester. Department of Journalism. Faculty: Professor Alvin E. Austin, B.A., head of department. Graduates last year 8.

NORTH TEXAS STATE COLLEGE, Denton, Tex. General enrollment for first semester, 147. Department of Journalism. Enrollment: professional, 68, pre-professional, 69. Non-journalism majors, 91. Graduated in journalism (1956-57): 15.

NORTHWESTERN UNIVERSITY, Evanston, Ill. (The Medill School of Journalism). Ira William Cole, M.S. in Journalism, professor of journalism and dean: Graduated in journalism last year (1956-57): 48 masters; 99 bachelors.

NOTRE DAME, UNIVERSITY OF, South Bend, Indiana. General enrollment for first semester, 4,010. Department of Journalism. Thomas J. Stritch, A.M., head. Graduated in journalism in June, 1957: 33 bachelors.

OHIO STATE UNIVERSITY, Columbus, Ohio. General enrollment for first quarter, 23,000. School of Journalism. James E. Pollard, M.A., Ph.D., professor of journalism and director of the school. Enrollment: professional, 175, pre-professional, 75; miscellaneous, 100. Graduated in journalism last year (1956-57): 37 bachelors.

OHIO UNIVERSITY, Athens, Ohio. General enrollment for first semester, 7,500. School of Journalism. L. J. Bortin, M.A., Litt.D., professor of journalism and director of the school. Graduated in journalism last year (1956-57): 52 bachelors; 3 masters.

OHIO WESLEYAN UNIVERSITY, Delaware, Ohio. General enrollment for fall semester, 2,052. Department of Journalism. Verne E. Edwards, Jr., M.S., associate professor and chairman. Enrollment: 21 majors, 66 others. Graduated in journalism last year, 2.

OKLAHOMA BAPTIST UNIVERSITY, Shawnee, Okla. General enrollment for first semester, (1956-57): 1,351.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Oklahoma. General enrollment 3,015. Professional, 102; pre-professional, 50.

OKLAHOMA STATE UNIVERSITY, Stillwater, Okla. General enrollment for first semester, 10,010 students. Department of Technical Journalism. Clement E. Trout, B.S., M.S., professor of journalism and head of department. Enrollment: professional, 59; pre-professional, 44; service courses, 109. Graduated in journalism, (1956-57): 19 bachelors; 6 masters.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. General enrollment for first semester, 10,234. Fayette Copeland, Ph.D., director. Enrollment: professional, 127; pre-professional, 95; miscellaneous, 11. Graduated in journalism last year (1956-57): 47 bachelors, 4 masters.

OMAHA, UNIVERSITY OF, Omaha, Nebraska. General enrollment for first semester, 2,450. Department of Journalism. Paul V. Peterson, A.B., M.A., assistant professor and acting chairman of the department. Journalism enrollment, 58. Graduated in Journalism (1956-57): 6 bachelors.

OREGON, UNIVERSITY OF, Eugene, Oregon. General enrollment for first term, 5,523. School of Journalism. Charles T. Duncan, M.A., dean and professor. Enrollment: Professional graduate, 12; Professional, 63. Graduated in journalism last year, 21 bachelors, 3 masters.

PENNSYLVANIA STATE UNIVERSITY, University Park, Pa. General enrollment for the first semester, 13,147; on campus; 2,398 attending Penn State Centers. School of Journalism. H. Eugene Goodwin, M.A., Director of the school; James W. Markham, Ph.D., head department of News and Editorial Journalism; Donald W. Davis, A.B., head, department of Advertising. Enrollment: professional, 141; pre-professional 126; miscellaneous, 175. Graduated in journalism last year, 54 bachelors, 2 masters.

PITTSBURGH, UNIVERSITY OF, Pittsburgh 13, Pa. Total enrollment, 16,343. Department of Journalism, 150.

RIDER COLLEGE, Trenton, N. J. General enrollment for the first semester, 1,800. Division of Journalism. Frederick L. Ferris, Ph.B., A.M., head of the division of journalism. Enrollment: pre-professional, 45. Number of graduates last year, 11.

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY, New Brunswick, N. J. General enrollment for first semester, 3,200. School of Journalism. Frederic E. Merwin, Ph.D., professor of journalism and director of the school. Enrollment: professional, 32; pre-professional, 20. Graduated in journalism last year (1956-57): 13 bachelors.

ST. BONAVENTURE UNIVERSITY, St. Bonaventure (near Allegany), N. Y. General enrollment for first semester, 1,700. Department of Journalism. Russell J. Jandoli, M.A., M.S., Ph.D., professor and chairman of the department. Enrollment: professional, 40. Graduated in journalism last year: 10 bachelors.

SAN DIEGO STATE COLLEGE, San Diego, Calif. General enrollment for first semester, 9,000. Department of Journalism. Faculty: James L. Julian, B.S., B.A., M.A., Ph.D., professor of journalism and chairman of the department. Enrollment: professional, 79; graduated in journalism last year, 16.

SAN JOSE STATE COLLEGE, San Jose, California. General enrollment for first semester, 10,986. Department of Journalism and Advertising. Dwight Bentel, M.A., Ed.D., professor of journalism and head of the department. Enrollment: professional, 105; pre-professional 121, miscellaneous, 20. Graduated in journalism (1956-57): 51.

SIMMONS COLLEGE, Boston, Mass. (School of Publication). General enrollment of the college in 1957-58 is 1,600. The enrollment in the School of Publication in 1957-58 is 80. Raymond F. Bosworth, M.A., professor of English and director of the School of Publication. (In June, 1957, B.S. degrees were awarded to 23 graduates.)

SOUTH CAROLINA, UNIVERSITY OF, Columbia, S. C. General enrollment for first semester, 4,568, including all departments. G. A. Buchanan, dean and professor of journalism. Enrollment: 94 professional. Graduated in journalism this year (1957): 20 bachelors of journalism.

SOUTH DAKOTA STATE COLLEGE, Brookings, S. D. General enrollment for first quarter, 3,204. Department of Printing and Journalism. George H. Phillips, M.S., professor and head of department. Enrollment: professional journalism, 38; pre-professional journalism, 31; printing, 33; miscellaneous, 130; graduate students, 5; graduated in journalism last year (1956-57): 16 bachelors.

SOUTH DAKOTA, STATE UNIVERSITY OF, Vermillion, S. D. General enrollment for first semester, 2,042. Department of Journalism. Graduated in journalism last year (1956-57): 6 bachelors.

SOUTHERN CALIFORNIA, UNIVERSITY OF, Los Angeles 7, Calif. General enrollment for the spring term, 17,021. School of Journalism. John H. McCoy, M.S., director of the school. Enrollment: lower division, pre-professional, 89; upper division, professional, 43; graduate students, 2; miscellaneous, 4. Graduated with A.B. in Journalism, 11 (1956); 17 (June, 1957).

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Illinois. Department of Journalism. General enrollment for the first semester, 7,300. Howard Rusk Long, Ph.D., Chairman of Department. Enrollment: professional, 58; pre-professional, 80; miscellaneous, 11. Graduated in Journalism, (1957-58): 12.

SOUTHERN METHODIST UNIVERSITY, Dallas 5, Texas. General enrollment for first semester, 5,640. Department of Journalism. E. L. Callihan, B.J., M.S.J., chairman of the department. Enrollment: professional, 34; pre-professional, 32. Graduated in journalism last year (1956-57): 9 bachelors.

STANFORD UNIVERSITY, Stanford, California. General enrollment for Autumn quarter, 8,200. Department of Communication and Journalism. Chilton R. Bush, Ph.D., professor of journalism, executive head of department and director of Institute for Communication Research. Enrollment: professional, 70. Graduated in journalism last year (1956-57): 11 bachelors; 13 masters; 2 Ph.D., Mass. Comm.

SYRACUSE UNIVERSITY, Syracuse, N. Y. General enrollment for first semester, 9,918. School of Journalism. Wesley C. Clark, Ph.D., dean of the school and professor of journalism. Graduate, professional, 29; undergraduate, professional, 37; undergraduate pre-professional, 211, miscellaneous, 280. Graduates in journalism last year: 9 masters. 24 bachelors.

TEMPLE UNIVERSITY, Philadelphia, Pa. General enrollment for first semester, 19,029. Department of Journalism and Communications. J. Douglas Perry, A.B., A.M., professor of journalism and head of the department. Enrollment; professional, 91; pre-professional, 117. Graduated in journalism last year (1956-57): 60.

TENNESSEE, UNIVERSITY OF, Knoxville, Tenn. General enrollment for fall quarter, 7,600. School of Journalism. Willis C. Tucker, B.A., M.A., professor of journalism and director of the school. Enrollment: professional, 83; pre-professional, 32. Graduated in journalism last year (1957): 21 bachelors.

TEXAS CHRISTIAN UNIVERSITY, Fort Worth, Texas. General enrollment for first semester, 6,001. Department of Journalism. Warren K. Agee, Ph.D., professor of journalism and chairman of the department. Enrollment: professional, 30; pre-professional, 55; miscellaneous, 66. Graduated in journalism last year (1956-57): 11 bachelors.

TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Texas. General enrollment for first semester 9,000. Department of Journalism. Wallace E. Garets, B.S., M.S., professor of journalism and head of department. Enrollment: professional, 35; pre-professional, 34. Graduates in journalism (1956-57): 12 bachelors.

TEXAS WOMAN'S UNIVERSITY, Denton, Texas (formerly Texas State College for Women). General enrollment for first semester, 2,300. Department of Journalism. Frank C. Rigler, professor and director. Enrollment, professional, 31; pre-professional, 29; miscellaneous, 10. Graduated in journalism last year (1956-57): 8 bachelors.

TEXAS, UNIVERSITY OF, Austin, Tex. General enrollment for the first semester, 16,985. School of Journalism. Director: Paul J. Thompson, Enrollment: Graduate students, 11; senior and junior professional journalism students, 158; pre-professional journalism students, 118; miscellaneous students, 171. Graduated in journalism last year, 54.

TULANE UNIVERSITY, New Orleans, La. General enrollment for Fall semester, 6,635. Department of Journalism. George E. Simmons, B.J., M.A., professor of journalism and head of department. Enrollment: 29.

TULSA, UNIVERSITY OF, Tulsa, Okla. General enrollment for the first semester, 4,700. Department of Journalism. Ed. B. Johnson, B.A., M.A., prof. and head of dept. Enrollment: professional, 80; miscellaneous, 30. Graduated in journalism (1956-57): 21.

UTAH STATE UNIVERSITY, Logan, Utah. Cumulative enrollment, 3,500. Department of English & Journalism. King Hendricks, Ph.D., professor and head of department. Enrollment: professional, lower division, 20; upper division, 15; miscellaneous, 70. Graduated with B.S., 1955, 2. Normal distribution of graduates; 66 per cent men.

UTAH, UNIVERSITY OF, Salt Lake City, Utah. General enrollment for the first quarter, 9,217. Department of Journalism. Enrollment: in journalism, 189; professional, 43; pre-professional, 61; miscellaneous, 86. 14 bachelor degrees and 2 master degrees. Majoring in Journalism: 26. Graduated in journalism (1956-57): 16.

WASHINGTON AND LEE UNIVERSITY, Lexington, Va. Department of Journalism and Communications (Lee Journalism Foundation). O. W. Riegel, M.A., professor of journalism and director of the department.

WASHINGTON STATE COLLEGE, Pullman, Wash. General enrollment for fall semester, 5,600. H. V. Alward Jr., M.A., associate professor and coordinator of journalism. Enrollment: professional, 21; pre-professional, 28; non-majors, 67; graduated last year, 5.

WASHINGTON UNIVERSITY, St. Louis, Mo. General enrollment for Fall term, 5,868. Bachelor of Arts program with journalism major. James N. McClure, M.B.A., associate professor. Enrollment: professional, 18; pre-professional 14.

WASHINGTON, UNIVERSITY OF, Seattle, Wash. General enrollment for Autumn, 1956, 14,947. Henry Ladd Smith, Ph.D., professor and director of the school. Enrollment: professional, 175; pre-professional, 174; non-major, 292. Graduated in Communications (1955-56): 66 bachelors.

WAYNE STATE UNIVERSITY, Detroit 2, Michigan. General enrollment for first semester (1957-58), 19,900. Department of Journalism. W. Sprague Holden, A.B., A.M., professor of journalism and chairman. William White, A.B., M.A., Ph.D., associate professor. Enrollment: Total in all journalism courses—145, journalism majors—82. Graduated as journalism majors last year, 16 bachelors.

WEST VIRGINIA UNIVERSITY, Morgantown, W. Va. General enrollment for the first semester, 6,120. School of Journalism. P. I. Reed, Ph.D., professor of journalism and director of the school. Enrollment: professional, 44; pre-professional, 47; miscellaneous, 6. Graduated in journalism last year, 21 bachelors.

WICHITA, THE UNIVERSITY OF, Wichita, Kans. General enrollment for first semester (1957-58): 5,836. Department of Journalism. Paul F. Gerhard, B.A., M.A., assistant professor and head of department. Enrollment: professional, 24; pre-professional, 38; special, 1. Class enrollment: 83. Graduated as journalism majors last year (1956-57): 8 bachelors.

UNIVERSITY OF WISCONSIN, DEPARTMENT OF AGRICULTURAL JOURNALISM. General enrollment for first semester, 16,000 (See school of journalism.) Bryant Kearl, Ph.D., professor and chairman of the department. Enrollment: 40; class enrollment: 480; graduated in agricultural and home economics journalism (1955-56): 12 bachelors, 9 masters.

WISCONSIN, UNIVERSITY OF, Madison 6, Wis. General enrollment for first semester, 16,234, School of Journalism. Ralph O. Nafziger, Ph.D., professor of journalism and director of the school. Enrollment: professional, 135; pre-professional, 120. Class enrollment, 630. Graduated in journalism last year (1956-57): 55 bachelors, 6 masters, 3 doctors.

WYOMING, UNIVERSITY OF, Laramie, Wyo. Total enrollment for first semester, including majors and service enrollees, 78. Department of Journalism. Enrollment: majors, 44, (16 freshmen, 9 sophomores, 8 juniors, 9 seniors, 2 special.) Journalism graduates last year, 11.

CANADA

CARLETON UNIVERSITY, Ottawa, Ontario, General enrollment, winter session 1957-58: 590. Department of Journalism, Wilfrid Eggleston, M.B.E., B.A., professor and director of the department. Enrollment: 55. Graduated in Journalism (1956-57), 30 bachelors.

SCHOOL OF JOURNALISM, Halifax, Nova Scotia. Affiliated with University of King's College, St. Mary's University and Mount Saint Vincent College. Robert J. McCleave, Director of Studies, Member of Parliament Rockingham, Halifax County, N. S.

RYERSON INSTITUTE OF TECHNOLOGY, Toronto, Ontario. General enrollment for academic year 1957-58, day and night schools, 7,288. Department of Journalism, School of Graphic Arts. Edward U. Schrader, B.A., B.Ed., director of courses in journalism and printing management. Enrollment, day: 80; evening: 200.

WESTERN ONTARIO, UNIVERSITY OF, London, Ontario. General enrollment for the first term, 4,000. Department of Journalism. J. Leslie Wild, B.A., professor and head of the department. Enrollment: professional, 24; pre-professional, 21; miscellaneous, 11. Graduated in journalism (1956-57): 8.

UNITED STATES AND CANADIAN NEWSPAPERS ISSUED IN TABLOID

Anacortes (Wash.) Bulletin
Belle Fourche (S. D.) Post
Boston (Mass.) Record-American
Brooklyn (N. Y.) Daily
Burlington (Kan.) Republican
Carson City (Nev.) Appeal
Casey (Ill.) Reporter
Casper (Wyo.) Star
Cedar Falls (Iowa) Record
Cheyenne (Wyo.) Eagle (except Friday)
Chicago (Ill.) Racing Form
Chicago (Ill.) Sun-Times
Columbus (Ohio) Star
Denver (Colo.) Rocky Mt. News
Dillon (Mont.) Tribune
Fredonia (Kan.) Herald
Fort Worth (Tex.) Press
Glendive (Mont.) Ranger
Hamilton (Mont.) Ravelli-Republican
Jamestown (N. Y.) Sun
Jasper (Ind.) Herald
Jersey Shore (Pa.) Herald
Laramie (Wyo.) Bulletin (except Friday)
Long Island (N. Y.) (Nassau County) Newsday
Los Angeles (Calif.) Racing Form
Miami (Fla.) Racing Form
Miami Beach (Fla.) Florida Sun
Middletown (N. Y.) Record
Nanticoke (Pa.) Press
New York Mirror
New York News
New York Post
Opelousas (La.) World
Passaic (N. J.) Sunday Eagle
Paterson (N. J.) Sunday Eagle
Philadelphia (Pa.) News
Philadelphia (Pa.) Sunday Dispatch
Pittston (Pa.) Sunday Dispatch
Queens (N. Y.) Evening News
Sand Mountain (Ala.) Reporter
St. Louis (Mo.) Record
Silver City (N. M.) Press & Independent
Sonora (Calif.) Daily
Teaneck (N. J.) Sun
Trenton (N. J.) Trentonian
Tryon (N. C.) Bulletin
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Watseka (Ill.) Iroquois County Times
Williamsport (Pa.) Grit
Worland (Wyo.) Northern Wyoming News
Yonkers (N. Y.) Record
Yonkers (N. Y.) Times
York (Pa.) Gazette & Daily

CANADA

St. Johns (Newfoundland) Sunday Herald
Toronto (Ont.) Racing Form
Montreal (Que.) Herald
Montreal (Que.) La Patrie
Montreal (Que.) Montreal-Matin
Montreal (Que.) Le Petit Journal

MEXICO

Mexico City Racing Form

PHILIPPINE ISLANDS

Manila Bulletin

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS

Prepared by Prof. Roscoe Ellard in Charge of Instruction, Graduate School of Journalism, Columbia University, New York

Author	Title	Publisher
1. AMERICAN JOURNALISM: EDITORIAL DEPARTMENT		
1. ADVENTURE AND REMINISCENCE--		
Barnett, Lincoln	Writing on Life: 16 Closeups	Wm. Sloane Assoc.
*Borland, Hal	High, Wide, and Lonesome	Lippincott
*Burnett, Whit	The Spirit of Adventure	Holt
Casey, Robert J.	More Interesting People	Bobbs-Merrill
Cleveland, Charles	The Great Baseball Managers	Crowell
Daley, Arthur	Times at Bat--50 Years of Baseball	Random House
Daniels, Jonathan	Frontier On The Potomac	Macmillan
Early, Eleanor	Washington Holiday	Prentice-Hall
*Ethridge, Willie	Nila (Magidoff)	Simon-Schuster
Farson, Negley	The Way of a Transgressor	Doubleday
**Farson, Negley	A Mirror for Narcissus	Doubleday
Furman, Bess	Washington By-Line	Alfred Knopf
Gardner, Hy	Champagne Before Breakfast	Henry Holt
Geuvreau, Emile	My Last Million Readers	E. P. Dutton
Heath, S. Burton	Yankee Reporter	Wilfrid Funk
Hill, George H.	Yankee Photographer	Coward McCann
Hunt, Frazier	One American and His Attempt at Education	Simon-Schuster
*Kaltenborn, H. V.	It Seems Like Yesterday	Putnam
Lait, Jack and Mortimer Lee	Chicago, Confidential	Crown
Laney, Al	Paris Herald: The Incredible Newspaper	Appleton-Century
Lawrence, Jack	When the Ships Come In	Farrar-Rinehart
Lewis, Lloyd	It Takes All Kinds	Harcourt Brace
*Liebling, A. J.	The Sweet Science	Viking
*Lochner, Louis	Always the Unexpected	Macmillan
**Maney, Richard	Fanfare	Harper
Mann, Arthur	Baseball Confidential	David McKay
Matthews, Herb.	Education of a Correspondent	Harcourt Brace
Marcosson, I. F.	Adventures in Interviewing	McBride
McLemore, H.	One of Us Is Wrong	Henry Holt
*Meany, Tom	The Boston Red Sox	A. S. Barnes
*Mehl, Ernest	The Kansas City Athletics	Henry Holt
Morehouse, Ward	Just The Other Day	McGraw-Hill
*Patten, David	Three Sides to the Sea	Rinehart
*Popkin, Zelda	Open Every Door	E. P. Dutton
**Prager, Ted, with McLennan, D.	Police Reporter	Duell, Sloan, Pearce
Pulliam, Nina	I Traveled a Lonely Land	Bobbs-Merrill
Putnam, Anne & Keller, Allan	Madame	Prentice-Hall
Rascoe, Burton	We Were Interrupted	Doubleday
**Ross, Albion	Journey of an American	Bobbs-Merrill
**Ruark, Robert	The Old Man and the Boy	Henry Holt
Runyon, Damon	Father's Footsteps	Random House
Schurmacher, E.	Nothing's Sacred on Sunday	Thomas Crowell
Sevareid, Eric	In One Ear	Alfred Knopf
Shepard, Judy and Rosenfeld, Alvin	Ticket to Israel	Rinehart
Smith, Merriman	The President Is Many Men	Harper
Stabler, Norman	How to Read Financial News	Harper
St. John, Robert	This Was My World	Doubleday
Sutton, Horace	Confessions of a Grand Hotel (Waldorf Astoria)	Henry Holt
Taylor, Deems	Some Enchanted Evenings	Harper
Thompson, Edw.	Leg Man	E. P. Dutton
Thompson, Era	Africa, Land of My Fathers	Doubleday
Walker, Danton	Danton's Inferno	Hastings House
*Walker, Stanley	Home to Texas	Harper
Weisberger, B.	Reporters for the Union	Little Brown
Wilson, Earl	Look Who's Abroad Now	Doubleday
Whitman, Howard	A Reporter in Search of God	Doubleday
2. AGRICULTURAL JOURNALISM		
Beckman, O'Brien and Converse	Technical Journalism	Iowa State Coll.
*Boettan & Kearl	Farm Magazines	Univ. Wisconsin
Carpenter, Wm.	Agricultural Publications	Univ. Wisconsin
Fox, Rodney	Agricultural and Technical Journalism	Prentice-Hall
Iowa State College Stat. Lab.	InFARMation Please	Wallace's Farmer & Iowa Homestead, Des Moines, Ia.
Ward, William B.	Reporting Agriculture	Comstock Publishing Assoc. Cornell Univ.
3. ANALYZING JOURNALISM		
**APME	APME Redbook	Associated Press, N. Y.
**ASNE	Problems of Journalism	4123 Ninth St. N.W. Wash. D. C.
Bird, George and Merwin, Fred	The Press and Society	Prentice-Hall
§†Brucker, Herbert	Freedom of Information	Macmillan
Cobients, Edmond	Newsmen Speak	Univ. Calif. Pr.
Drewry, J. E.	Journalism at Mid-Century	Univ. Ga. Press
Fisher, Charles	The Columnists	Howell-Soskin
International Press Institute	The Professional Panels	I. P. I. Zurich, Switzerland
Janowitz, Morris	The Community Press in an Urban Setting	Free Press, Glencoe, Illinois
**Kobre, Sidney	Social Factors Shaping American Journalism	Fla. State Univ.
*Kruglak, Theo.	The Foreign Correspondents	Librairie Droz Geneva
*Kruse, John (Ed)	The Press and World Affairs	Cocce Press, N. Y.
Liebling, A. J.	The Wayward Pressman	Doubleday
MacDougall, C.	Hoaxes	Macmillan
Mott, Frank L.	The News in America	Harvard Univ. Press
Phillips, Cabell (Ed.)	Dateline Washington	Doubleday
Reschke, L. and A.	The Newspaper in the Classroom	No. Amer. Press Milwaukee
*Rogers, Wm. C.	Community Education in World Affairs	Univ. Minn. Pr.
**Rowse, Arthur	Slanted News	Beacon Pr. Boston
Seldes, George	Tell the Truth and Run	Greenberg, N. Y.
**Siebert, Peterson, Schramm	Four Theories of the Press	Ill. Univ. Press
*Social Research, Inc.	Motivation Research Looks at Detroit Newspapers	Detroit Free Press

TABLE OF CONTENTS

Selected books are listed under the following headings in alphabetical order.

I. AMERICAN JOURNALISM: EDITORIAL DEPARTMENT
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3. Analyzing Journalism
4. Art of Writing
5. Biography: Journalists
6. Business Journalism
7. Cartoons and Cartoonists
8. a. Censorship and Press Freedom
8. b. The Right to Know
8. c. Communications
9. Collections: News, Features, Columns
10. Copyediting, Headlines, Makeup
11. Country Journalism
12. Critical Writing Background
13. Editorial Collections and Techniques
14. Ethics
15. Features, Articles, Columns
16. Fiction: Newspaper
17. Foreign Correspondence and Reminiscence
18. Foreign Language Press
19. Handbooks for the Newsroom
20. Histories: General and Specialized
21. Histories of Individual Newspapers
22. House Magazines
23. Libel and Copyright
24. Libraries, Newspaper
25. Negro Press
26. Opportunities in Journalism
27. Photography
28. Propaganda: Foreign and Wartime
29. Public Opinion
30. Public Relations: Propaganda, Domestic
31. Radio and Television
32. Religious Journalism
33. Reporting and Writing News
34. Women in Journalism

II. AMERICAN JOURNALISM: BACKGROUND BOOKS
35. The American Scene
36. Biography: Newsworthy Persons
37. Contemporary Problems
38. Corporation Economics
39. Economics: Domestic and International
40. Foreign Affairs
41. History
42. Internal Revenue
43. Labor, Social Security, Wages
44. Political Thought
45. Railroads: Economics and Transportation

III. AMERICAN JOURNALISM: ADVERTISING
46. Art and Layout
47. Copy
48. Classified
49. General
50. History and Biography
51. Psychology
52. Special Fields

IV. AMERICAN JOURNALISM: BUSINESS AND MECHANICAL
53. Accounting
54. Circulation and Promotion
55. Newspaper Making
56. Newsprint
57. Printing and Engraving

V. AMERICAN JOURNALISM: MAGAZINES AND BOOKS
58. Authorship
59. Biography
60. Book and Magazine Publishing

VI. FOREIGN JOURNALISM
61. British
62. French
63. German
64. Other Countries

Author	Title	Publisher
3. ANALYZING JOURNALISM—Cont'd		
Speakers, Neb. Univ.	Toward a Profession of Journalism	Univ. Nebraska
Terrou, F. and Sola, L.	Legislation for Press, Film, Radio	Paris, UNESCO
UNESCO	Trade Barriers to Knowledge	Paris, UNESCO
§†Wolseley and Campbell	Exploring Journalism	Prentice-Hall
4. ART OF WRITING		
**Barzun, J. and Graff, H.	The Modern Researcher	Harcourt Brace
*Borland, Hal	How to Write and Sell Non-Fiction	Ronald Press
Brin, Joseph	Applied Semantics	Bruce-Humphries
Brittain, Vera	On Being an Author	Macmillan
Brooks, C. and Warren, R.	Fundamentals of Good Writing	Harcourt Brace
Campbell, Walter	Writing Advice and Devices	Doubleday
Cather, Willa	On Writing	Knopf
Chase, Stuart	Power of Words	Harcourt Brace
*Chase, Stuart	Guides to Straight Thinking	Harper
Crawford, Robt.	Techniques of Creative Thinking	Hawthorn Press
Egri, Lajos	Your Key to Successful Writing	Henry Holt
**Farrar, Larston	How to Make $10,000 a Year Free Lance Writing	Hawthorn Books
Ferris, Helen (Ed.)	Writing Books for Girls and Boys	Doubleday

**Published or revised in 1957. *Published or revised in 1956.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

Author	Title	Publisher
4. ART OF WRITING—Con't		
Flesch, Rudolf	How to Make Sense	Harper
Gowers, Sir Ernest	Plain Words: Their ABC	Knopf
Grace, W. J. and J. C.	The Art of Communicating Ideas	Devin-Adair
Graves and Hodge	The Reader Over Your Shoulder	Macmillan
Gunning, Robert	The Technique of Clear Writing	McGraw-Hill
Hayakawa, S. I.	Language, Meaning and Maturity	Harper
Higbet, Gilbert	People, Places, and Books	Oxford Univ. Pr.
Hoffman, F. J.	American Writing in the 1930s	Viking
*Hull, Helen (Ed.)	The Writer's Book	Barnes & Noble
§Hull, Helen	The Writer's Book	Harper
Hunt, Cecil	How to Write a Book	Philosophical Library, N. Y.
*Johnson, W. H.	If You Must Write	Philosoph. Lib.
Klare, G. R. & Buck, Byron	Know Your Reader	Heritage House
Lait, Jack	A Practical Guide to Successful Writing	Knickerbocker
Leacock, Stephen	How to Write	Dodd, Mead
Leggett, Mead & Charvat	Handbook for Writers	Prentice-Hall
**Mathieu, A. & Alvarez, J.	Writer's Market	Writer's Digest, Cincinnati
Maugham, Somerset	A Writer's Notebook	Doubleday
§Maugham, Somerset	The Summing Up	Doubleday
Munson, Gorham	Writer's Workshop Companion	Farrar, Straus, Young
Orvis, Mary	The Art of Writing Fiction	Prentice-Hall
*Prescott, O.	The Five Dollar Gold Piece	Random House
Roberts, Kenneth	I Wanted to Write	Doubleday
*Rosenthal, I. and Yarmon, M.	The Art of Writing Made Simple	Garden City Books Garden City, N. Y.
Sloane, Eugene	Words and Their Ways	Owl Press, Bay Ridge, Md.
Smith, Robert	Modern Writing	Arrowhead Books
*St. Johns, Adela	How to Write a Story and Sell It	Doubleday
Tremaine, F. O.	Short Story Writing	Rodale Press
5. BIOGRAPHY: JOURNALISTS		
Adams, Samuel	Alexander Woollcott	Reynal Hitchcock
**Anstruther, Ian	Dr. Livingston, I Presume? (Henry M. Stanley)	E. P. Dutton
Britt, George	Forty Years, Forty Millions	Farrar Rinehart
Brower, E.	Champagne Cholly (Maury Paul)	E. P. Dutton
Brown, Francis	Raymond of the Times	W. W. Norton
Busch, Noel	Briton Hadden	Farrar Straus
Carlson, Oliver	Brisbane: A Candid Biography	Stackpole
Carlson, Oliver	The Man Who Made News (James Gordon Bennett)	Duell, Sloan, Pearce
Carter, Hodding	Where Main Street Meets the River	Rinehart
Cobb, Irvin S.	Exit Laughing	Bobbs-Merrill
Cortissoz, Royal	Life of Whitelaw Reid	Scribner
§Cox, James M.	Journey Through My Years	Simon-Schuster
Daniels, Josephus	Tar Heel Editor	Univ. No. Car.
Dennis, Charles	Victor Lawson	Univ. Chi. Press
Dennis, Charles	Eugene Field's Creative Years	Doubleday
Downey, Fairfax	Richard Harding Davis	Scribner
Drewry, John E.	Post Biogs. Famous Journalists	Univ. Ga. Press
*Elder, Donald	Ring Lardner	Doubleday
Eliard, Roscoe (Ed.)	Walter Williams 1864-1935	Univ. Mo. Pub.
*Fatout, Paul	Ambrose Bierce and the Black Hills	Univ. Okla. Press
Fowler, Gene	Timberline	Doubleday
Hale, Wm. Harlan	Horace Greeley, Voice of the People	Harper
Harrison, W. M.	Me and My Big Mouth	Britton Co. Oklahoma City
Hecht, Ben	A Child of the Century	Simon-Schuster
**Hecht, Ben	Charlie (MacArthur)	Harper
Heton, J. L.	Cobb of the World	E. P. Dutton
Higgins, M.	News is a Singular Thing	Doubleday
Howe, E. W.	Plain People	Dodd Mead
Johnson, G.	An Honorable Titan (Ochs)	Harper
Johnson, Walter	Selected Letters of Wm. A. White	Henry Holt
Kelly, Fred C.	The Life and Times of Kin Hubbard: Creator of Abe Martin	Farrar, Straus, Young
Kramer, Dale	Heywood Broun	A. A. Wyn
Manchester, Wm.	Disturber of the Peace (Mencken)	Harper
Marcosson, Isaac	"Marse Henry" (Henry Watterson)	Dodd Mead
Markham, J. H.	Boyard of the Post-Dispatch	La. State Univ.
Mathias, Fred	The Amazing Bob Davis	Longmans-Green
McCabe, Charles	Damned Old Crank (E. W. Scripps)	Harper
Miller, Lee, G.	The Story of Ernie Pyle	Viking
Nixon, Raymond	Henry W. Grady	Alfred Knopf
Ogden, Rollo	Edwin Lawrence Godkin	Macmillan
Older, Fremont	My Own Story	Macmillan
*Ottley, Rol	The Lonely Warrior (Robt. Abbott)	Regnery Press, Chi.
Patterson, Grove	I Like People	Random House
Rice, Grantland	The Tumult and the Shouting	A. S. Barnes
Richardson, James H.	For the Life of Me	Putnam's Sons
Roosevelt, Nicholas	A Front Row Seat	Univ. Okla. Press
Scully, Frank	Cross My Heart	Greenberg
Seitz, Don	Joseph Pulitzer	Simon-Schuster
*Seltzer, Louis	The Years Were Good	World Pub. Co. Cleveland

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

BIOGRAPHY: JOURNALISTS—Cont'd

Author	Title	Publisher
Barge, Ernest	G. B. Dealey of the Dallas News	Henry Holt
Smith, Henry Justin	Deadlines	Covici-Friede
Talbert, and Tebbel	Makers of Modern Journalism	Prentice-Hall
Sun, Candace	Dana and the N. Y. Sun	Dodd-Mead
Sun, Melville	Fifty Years a Journalist	Doubleday Page
Tebbel, John	The Life and Good Times of Wm. Randolph Hearst	E. P. Dutton
Tebbel, John	An American Dynasty	Doubleday Doran
Tebbel, John	The Marshall Fields	E. P. Dutton
*Turnbull, Geo.	An Oregon Crusader	Binsford & Mort Portland, Ore.
Van Deusen, G.	Horace Greeley: 19th Century Crusader	Univ. Pa. Press
*Wall, Joseph F.	Henry Watterson: Reconstructed Rebel	Oxford Univ. Pr.
Weingart, David	Walter Lippmann	Rutgers Univ. Pr.
*Wheldon, D.	Frontier Editor	Hastings House
White, Wm. Allen	Autobiography	Macmillan
Winkler, John	Wm. Randolph Hearst	Hastings House
*Talman, Ahmed	Turkey in My Time	Univ. Okla. Press
*Zaver, Dudley	The Lengthened Shadow of a Maine Man (Guy Gannett)	Bond-Wheelwright

6. BUSINESS JOURNALISM

Author	Title	Publisher
Crain, G. D. (Ed.)	Teacher of Business (J. H. McGraw)	Adver. Pub.
Eldenbein, Julius (Ed.)	Businesspaper Publishing Practice	Harper
Eldenbein, Julius	Business Journalism	Harper
Hall, Sean	Careers on Business Papers	Duell Sloan Pearce
**Hayle, Peter	Industry and Press Relations	John deGraff, Inc.
Marston, Thompson, Zacker	Business Communication	Macmillan
*Murphy, Dennis	Better Business Communication	McGraw-Hill
Sentland, H. M.	Industrial Publishing	Scientific Books
Winer, Arthur	Writing for the Business Press	Wm. C. Brown

7. CARTOONS AND CARTOONISTS

Author	Title	Publisher
Dailey, John (Ed.)	SEP Cartoons	E. P. Dutton
Berger, Oscar	My Victims	Harpers
Block, Herbert	Here and Now	Beacon Press, Boston
Brickman, M.	Do It Yourself	Gilbert Press
Cartoon Anthology	Best Cartoons From France	Simon-Schuster
Fitzpatrick, Daniel	A Review of Our Times	Simon-Schuster
Geary, Edward	The Unstrung Harp	Duell Sloan Pearce
*Hadley, A. Berryman, J.	Do I Make Myself Clear?	Henry Holt
**Hickinson, Helen	Festival	E. P. Dutton
*Kelly, Walt	Pogo Party	Simon-Schuster
**Ketchum, Hank	Dennis, Household Hurricane	Henry Holt
Key, Ted	If You Like Hazel	E. P. Dutton
**Larian, L.	Treasury of Sports Cartoons	A. S. Barnes
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**Larian, L. & Roth, Ben	Best Cartoons From Abroad	Crown
Larian, L. (Ed.)	Careers in Cartooning	Dodd Mead
*Low, David	Low's Autobiography	Michael Joseph,
Low, David	Years of Wrath: 1931-45	Simon-Schuster
**McCarthy, Father Justin	Brother Juniper	Hanover House
Mauldin, Bill	Bill Mauldin in Korea	W. W. Norton
Nevins-Walkenkampf	A Century of Political Cartoons	Scribner
New Yorker	New Yorker 25th Anniv. Album	Harper
Nickles, M. (Ed.)	"Honey, I'm Home!"	E. P. Dutton
O'Malley, Bill	Blessed Event	Prentice-Hall
*O'Malley, Bill	O'Malley's Nuns	Prentice-Hall
Osborn, Robert	Low and Inside	Farrar, Straus, Young
Pearson, F. S.	Fractured French	Doubleday
Preston, Charles	Hey, Can't You Forget Business	E. P. Dutton
Rader, Burr	Through More History With J. Wesley Smith	Vanguard Press
Spencer III, Dick	Pulitzer Prize Cartoons	Iowa State Coll.
Spencer III, Dick	Editorial Cartooning	Iowa State Coll.
Steig, William	Dreams of Glory	Alfred Knopf
Steinberg, Saul	The Passport	Harper
Taylor, H.	By the Dawn's Ugly Light	Henry Holt
Thurber, James	Fables for Our Time	Harper
Waugh, Coulton	The Comics	Macmillan
Webster, H. T.	The Best of H. T. Webster	Simon-Schuster
Wilson, Rufus R.	Lincoln Caricature	Horizon Press
**Williams, Gluyas	The Gluyas Williams Gallery	Harper
**Williams, Gurney	Look On The Light Side	Prentice-Hall
Williams, J. R.	Out Our Way	Scribner's

8a. CENSORSHIP AND PRESS FREEDOM

Author	Title	Publisher
*Anheim, L. (Ed.)	The Future of the Book	Univ. Chicago
*Chafee, Zech.	The Blessings of Liberty	J. B. Lippincott
Chenery, Wm.	Freedom of the Press	Harcourt Brace
Cooper, Kent	Barriers Down	Farrar-Rinehart
*Cushman, Robt.	Civil Liberties in the U. S.	Cornell Univ. Pr.
Daniels, W. M.	The Censorship of Books	H. W. Wilson
*Fines, P. J.	Freedom of the Press in the German Republic: 1918-33	La. State Univ.
*Gaspard, Armand	Government Pressures on the Press	Internatl. Pr. Inst.
Gerald, J. (Ed.)	The Press and the Constitution: 1931-47	Univ. Minn. Pr.
*Gerald, J. (Ed.)	The British Press Under Economic Controls	Univ. Minn. Pr.
*Konvitz, Milton	Fundamental Liberties of a Free People	Cornell Univ. Pr.
LaPrensa Editors	Defense of Freedom	John Day
McIver, Robt.	Academic Freedom in the U.S.	Col. Univ. Press
*Mathews, Joseph	Reporting the Wars	Univ. Minn. Pr.
*McKeon, R. et al	Freedom to Read	R. R. Bowker
Milton, John	Areopagitica	Bohn Library
*Smith, J. M.	Freedom's Fetters: Alien and Sedition Laws	Cornell Univ. Pr.
Summers, Robt.	Wartime Censorship of Press and Radio	H. W. Wilson

8.b. THE RIGHT TO KNOW

Author	Title	Publisher
*Brucker, H.	Freedom of Information	Macmillan
*Cooper, Kent	The Right to Know	Farrar, Straus, Cudahy

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Author	Title	Publisher
Cross, Harold L.	The People's Right to Know	Col. Univ. Pr.
Davis, Elmer	But We Were Born Free	Bobbs-Merrill
Hansen, Hurwitz, Madow	Sample Survey Methods	John Wiley Sons
*Moss Subcommittee	Report 2947	Govt. Pub. Washington
UN Dept. Soc. Affairs	Freedom of Information	United Nations
*UNESCO	Trade Barriers to Knowledge	Col. Univ. Pr.
Weschler, James	The Age of Suspicion	Random House
*Wiggins, James	Freedom or Secrecy?	Oxford Univ. Pr.

8.c. COMMUNICATIONS

Author	Title	Publisher
**Altick, Richard	The English Common Reader (Mass Reading Public)	Univ. Chicago Pr.
**Barnouw, Erik	Mass Communication	Rinehart
**Boyd, Malcolm	Crisis in Communication	Doubleday
*Conf. on Commun.	Problems of Commun. in a Pluralistic Society	Marquette Univ.
**Dilliston, Fred	Christianity and Communication	Scribner
**Drewry, J. E. (Ed.)	Communications: Key to So Much	Univ. Ga. Pr.
Int. Press Inst.	The Flow of the News	IPI, Zurich
Salmon, Lucy	The Newspaper and Authority	Oxford Univ. Pr.
**Schramm, W.	Responsibility in Mass Communication	Harper
Schramm, W.	Process and Effects of Mass Communication	Univ. Ill. Pr.
*Smith, Bruner, White	Opinions and Personality	John Wiley
*UNESCO-Paris	World Communications 1956	Col. Univ. Pr.
*UNESCO	News Agencies: Structure and Organization	UN Publications

9. COLLECTIONS: NEWS, FEATURES, COLUMNS

Author	Title	Publisher
Adams, Cedric Angelo Cohn (Ed.)	Poor Cedric's Almanac	Doubleday
Benchley, Nathaniel	The Benchley Roundup	Harper
Berger, Meyer	The Eight Million	Simon-Schuster
Boynton, H. W.	Journalism and Literature	Houghton-Mifflin
**Brookhouser, F.	Our Philadelphia	Doubleday
Caen, Herb	Don't Call It Frisco	Doubleday
**Caen, Herb	Guide to San Francisco	Doubleday
Cannon, Jimmy	Nobody Asked Me	Dial Press
Cerf, Bennett	Encyc. of Modern Amer. Humor	Doubleday
*Cerf, Bennett	The Life of the Party	Doubleday
**Clayton, John	The Strangers Were There	Macmillan
Cole, Wm. (Ed.)	Best Humor from Punch	World Pub. Co.
*Cooke, Bob	Wake Up the Echoes	Hanover House
Danzig and Brandwein	Sport's Golden Age	Harper
**Fadiman, Clifton	Any Number Can Play	World Pub. Co.
Greene, Ward	Star Reporters and 34 of Their Greatest Stories	Random House
**Harris, Sydney	Majority of One	Houghton Mifflin
**Harvey, Paul	The Rest of the Story	Hanover House
**Hearn, Lafcadio (Frost, O., Ed.)	Children of the Levee	Univ. Kentucky Pr.
§Howe, Elvon (Ed.)	Rocky Mountain Empire	Doubleday
*Lerner, Leo A.	The Itch of Opinion	Americana House
Kane, Harnett	Dear Dorothy Dix	Doubleday
**Marsh, and Ehre	Best Sports Stories 1957	E. P. Dutton
Menke, Frank	Sports Tales and Anecdotes	A. S. Barnes
Mott, Frank L.	Headlining America	Dryden Press
New Yorker Editors	New York Book of War Pieces	Reynal-Hitchcock
Reader's Digest Eds.	30th Anniversary Reader's Digest Reader	Doubleday
Smith, Red	Out of the Red	Alfred Knopf
**Thompson, Dorothy	The Courage to be Happy	Houghton Mifflin
Thurber, James	The Thurber Album	Simon-Schuster
Tripp, Frank	On the Newspaper Front	Gannett Newspapers Rochester, N. Y.
*Walker, Danton	Spooks Deluxe	Franklin Watts, N. Y.

10. COPYEDITING, HEADLINES, MAKEUP

Author	Title	Publisher
*Bastian, Case, Baskette	Editing the Day's News	Macmillan
**Brix, D. and Wimer, A.	Workbook for Headwriting and News Editing	Wm. C. Brown
Brown, Charles	News Editing and Display	Harper
Butler, Kenneth	Headline Design	Typo Design Center Mendota, Ill.
Garst and Bernstein	Headlines and Deadlines	Col. Univ. Press
Hawkes, Lester	Your Front Page	Col. Univ. Press
Hoffman, U. N.	Verbs for Headlines	Portland 22, Ore.
Neal, R. M.	Editing the Small City Daily	Prentice-Hall
Rae & Eliard	Editing Small Newspapers	Morrow
Taylor, H., Scher, J.	Copyreading and News Editing	Prentice-Hall
Telfel, E. and Pearson, C. G.	A Day on the Copydesk	Rinehart
Vitray, Mills, Eliard	Pictorial Journalism	McGraw-Hill
Westley, Bruce	News Editing	Houghton, Mifflin

11. COUNTRY JOURNALISM

Author	Title	Publisher
Barnhart, T. F.	Weekly Newspaper Management	Appleton-Century-Crofts
Barnhart, T. F.	Weekly Newspaper Makeup and Typography	Univ. Minn. Press
§Barnhart, T. F.	Weekly Newspaper Writing and Editing	Dryden Press
Clark, Thomas	The Southern Country Editor	Bobbs-Merrill
Clark, Thomas	The Rural Press and the New South	La. State Univ.
Coose, Margaret	The Suburban Weekly	Col. Univ. Press
Kennedy, Robt.	Handbook for Country Correspondents	Univ. Extension Div. Madison, Wisc.

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Author	Title	Publisher
Ferril, Thomas	I Hate Thursday	Harper
Hoch, Fred	Standard Book of Estimating for Printers	Printing Industry of America
Holmes, Victor	Salt of the Earth	Macmillan
Hough, Henry Beetle	Country Editor	Doubleday-Doran
McIlvanie, Jane	It Happens Every Thursday	McCrae-Smith Philadelphia
Rodier, Harold C.	Establishing and Operating A Small Printshop	Govt. Printing Off.
Smith and Rheuark	Management of Correspondents	La. State Univ.
Tate, H. Clay	Building a Better Home Town	Harper

12. CRITICAL WRITING BACKGROUND

Author	Title	Publisher
Adams, J. Donald	The New Treasure Chest	E. P. Dutton
Atkinson, Brooks	Broadway Scrapbook	Theatre Arts
Beach, Stewart, (Ed.)	This Week's Short Short Stories	Random House
Canby, Henry Seidel	Definitions	Harcourt Brace
Cowley, Malcolm	The Literary Situation	Viking
Daiches, David	A Study of Literature	Cornell Univ.
§Drewry, John E.	Book Reviewing	The Writer, Inc.
Erskine, John	Literary Discipline	Bobbs-Merrill
Jarrell, Randall	Poetry and the Age	Alfred Knopf
Kant, Immanuel	Critique of Judgment	Macmillan
**Kerr, Walter	Criticism and Censorship	Bruce Pub. Co.
Kramer, Robt. (Ed.)	Obscenity and the Arts	School of Law, Duke University
Krehbiel, H. E.	How to Listen to Music	Scribner
Lawrence, D. H.	Sex, Literature and Censorship	Twayne, Pubs.
**Levin, Harry	Contexts of Criticism	Harvard Univ. Press
Lieder and Withington	Art of Literary Criticism	Appleton-Century
Lynd, Robert	Books and Writers	Macmillan
Morris, Lloyd	Curtain Time	Random House
Nathan, George Jean	The Theater in the Fifties	Alfred Knopf
Nitchie, Elizabeth	The Criticism of Literature	Macmillan
Rapp, Albert	Origins of Wit and Humor	E. P. Dutton
Runes, D. D.	Treasury of Philosophy	Philosoph. Libr.
Sergeant, Elizabeth S.	Willa Cather	J. B. Lippincott
Sherman, Stuart	Points of View	Scribner
*Shipley, Joseph (Ed.)	Dictionary of World Literature	Philosoph. Lib.
Spaeth, Sigmund	The Art of Enjoying Music	Doubleday
Thompson, Oscar	Practical Music Criticism	Whitmark
*Wethered, H. N.	The Curious Art of Autobiography	Philosoph. Lib.

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Author	Title	Publisher
Bush, Chilton	Editorial Thinking and Writing	Appleton
De Voto, Bernard	The Easy Chair	Houghton Mifflin
Gore, Leroy	Joe Must Go	Julian Messner
Harrigan, Anthony (Ed.)	The Editor and the Republic	Univ. No. Car.
*Kriegbaum, H.	Facts in Perspective	Prentice-Hall
Krock, Arthur	Editorials of Henry Watterson	Doran
Lerner, Max	Public Journal	Viking
Mabin, Helen	The Editor and His People (Wm. A. White)	Macmillan
Matthes, F. T.	Casual Essays of the Sun	Cooke
Mencken, H. L.	A Mencken Chrestomathy	Knopf
Merz, Charles	Days of Decision (N. Y. Times)	Doubleday Doran
Nevins, Allan	American Press Opinion	Heath
O'Brien Howard V.	All Things Considered	Bobbs-Merrill
Tompkins, E. F. (Ed.)	Selections from Hearst	San Francisco Examiner
§‡Waldrop, G.	Editor and Editorial Writing	Rinehart
White, E. B.	Wild Flag	Houghton Mifflin

14. ETHICS

Author	Title	Publisher
Harris, Frank	Presentation of Crime in Newspapers	Sociol. Press
Jones, John Paul	Reporter's Handbook	Rinehart
Reid, Richard	The Morality of the Newspaper	Univ. Notre Dame
Stein, G. F.	Newspaper Ethics	ENPA, Chattanooga

15. FEATURES, ARTICLES, COLUMNS

Author	Title	Publisher
Beranger, Clara	Writing for the Screen	Wm. C. Brown
§*Bird, Geo.	Article Writing and Marketing	Rinehart
Bond, Frazer	Breaking Into Print	McGraw-Hill
Brenecke and Clark	Magazine and Article Writing	Macmillan
*Burack, A. S.	The Writer's Handbook	The Writer, Inc.
Campbell, W.	Writing Non-Fiction	The Writer, Inc.
Charnley & Converse	Magazine Writing and Editing	Cordon Press
Crawford, Robt.	The Magazine Article	McGraw-Hill
Cuppy, Will	January to December	Henry Holt
Dashiell, Alfred	Editor's Choice	Henry Holt
Dickson, Frank	3000 Articles You Can Write and Sell	Perennial Press
Gundell, Glenn	Writing from Idea to Printed Page	Doubleday
Halsey, Ashley, Jr.	Illustrating for the SEP	The Writer, Inc.
Hinkle, O. and Henry, J.	How to Write Columns	Iowa State Coll.
Hoffman, Arthur	Fiction Writing Self-Taught	W. W. Norton
Houghton, S. G.	The Writer's Handbook	The Writer, Inc.
MacCampbell, D.	Selling What You Write	Crowell
*McCormick, Anne O.	The World at Home	Knopf
McKnight, F.	The Easter Story (Retold)	Henry Holt
Merritt, A.	The Story Behind the Story	American Weekly
Miller, L.	Prize Articles 1954	Ballantine Books
New Yorker Staff	Profiles from the New Yorker	Alfred Knopf
Patterson, Helen	Writing and Selling Feature Articles	Prentice-Hall
Pitkin, Walter B.	The Art of Useful Writing	Whittlesey House
§Reddick, DeWitt	Modern Feature Writing	Harper
Richardson and Callahan	How to Write for Homemakers	Iowa State Coll.
§Steigleman, Walter	Writing the Feature Article	Macmillan
Widdemer, Margaret	Do You Want to Write?	Farrar-Rinehart

(Continued on Page 340)

**Published or revised in 1957. *Published or revised in 1956.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
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§List suggested as purchasable for "approximately $200."

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

(Continued from Page 339)

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**Yearbook 1957	Writers' and Artists' Yearbook	Macmillan
16. FICTION, NEWSPAPER		
Babcock, Frederic	Hang Up the Fiddle	Doubleday
Bercovici, Rion	For Immediate Release	Sheridan
**Boles, Paul D.	Deadline	Macmillan
Brooks, John	The Big Wheel	Harper
Chambers, Whitman	Bring Me Another Murder	Dutton
Cooper, Kent	Anna Zenger, Mother of Freedom	Farrar Straus
Davis, Clyde	The Stars Incline	Farrar Hinehart
Davis, Richard H.	Gallagher and Other Stories	Scribner
de Toledano, R.	Day of Reckoning	Henry Holt
Emden, Freda Von	Sunday Paper	Naylor
Ford, Ford Madox	Mightier Than the Sword	Unwin
Fowler, Gene	Trumpet in the Dust	Liveright
Gibbs, Philip	The Street of Adventure	E. P. Dutton
Gollomb, Joseph	Window on the World	Harcourt Brace
Griffith, Leon	A Long Time Since Morning	Random House
Guinn, Jack	The Caperberry Bush	Little Brown
Harling, Robert	The Dark Savior	Harper
**Henderson, Dion	The Last One	Henry Holt
Ingersoll, Ralph	The Great Ones	Harcourt Brace
Katkov, Norman	Eagle at My Eyes	Doubleday
Kelly, Frank	An Edge of Light	Little Brown
Lanham, Edwin	The Iron Maiden	Harcourt Brace
*Linington, Elia	The Long Watch	Viking
Long, Margaret	Affair of the Heart	Random House
Lyons, Herbert	The Rest They Need	Dial Press
*Mason, Gregory	The Golden Archer	Twayne Pub.
Mealand, Richard	The First Person	Doubleday
Packard, Reynolds	Kansas City Milkman	E. P. Dutton
Shapiro, Lionel	Torch for a Dark Journey	Doubleday
Sheean, Vincent	The Tide	Doubleday
Tebbel, John	A Voice in the Streets	E. P. Dutton
Todrin, Boris	The Plundered Heart	E. P. Dutton
Ware, Harlan	Come Fill the Cup	Random House
Waugh, Evelyn	Scoop	Little Brown
Weidman, Jerome	The Price is Right	Harcourt Brace
Weitzenkorn, L.	Five Star Final	Samuel French
Willard, Jack	The Wire God	Doubleday
Williams, Ben A.	Splendor	E. P. Dutton
Williams, Jesse	The Stolen Story	Scribner
17. FOREIGN CORRESPONDENCE AND REMINISCENCE		
Beech, Keyes	Tokyo and Points East	Doubleday
Bennett, Lowell	Parachute to Berlin	Vanguard
Brock, Ray	Ghost on Horseback	Duell Sloan Pearce Little Brown
Brown, John Mason	Many a Watchful Night	Whittlesey House
Carpenter, Iris	No Woman's World	Houghton-Mifflin
Casey, Robert J.	Battle Below	Bobbs-Merrill
Casey, Robert J.	I Can't Forget	Bobbs-Merrill
Dille, John	Substitute for Victory	Doubleday
Dulles, Allen W.	Germany's Underground	Macmillan
Eldridge, Fred	Wrath in Burma	Doubleday
Frank, Pat	The Long Way Round	J. B. Lippincott
Gibbons, Edward	Floyd Gibbons Your Headline Hunter	Exposition Press
Gilmore, Eddy	Me and My Russian Wife	Doubleday
Gordey, Michael	Visa to Moscow	Alfred Knopf
Gramling, Oliver	Free Men are Fighting	Farrar-Rinehart
Gruber, Ruth	Israel Without Tears	A. A. Wyn
Hailey, Foster	Pacific Battle Line	Macmillan
Higgins, M.	Red Plush and Black Bread	Doubleday
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Hills, Russell	Desert War	Alfred Knopf
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Jackson, Robert	The Nuremberg Case	Alfred Knopf
Johnston, Stanley	Queen of the Flattops	E. P. Dutton
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§Laurence, William L.	Dawn Over Zero	Alfred Knopf
Lawson, Ted	Thirty Seconds Over Tokyo	Random House
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*Powers, Joshua	Argentina's New Freedom	Privately pub.
§Pyle, Ernie	Brave Men	Henry Holt
Reiss, Curt	Joseph Goebbels	Doubleday
Reynolds, Quentin	Leave It to the People	Random House
Rounds, Frank	A Window on Red Square	Houghton-Mifflin
Rousault, Jean	Nightmare	Crowell
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Soltes, Mordecai	The Yiddish Press	Col. Univ. Press
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Martin, Douglas	Tombstone's Epitaph	Univ. New Mex.
McLaughlin, Dick	From Humble Beginnings	Cleveland Press
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Bikles and Breth.	Employee Publications	McGraw-Hill
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§List suggested as purchasable for "approximately $200."

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(Continued on Page 342)

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

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Miller, John C.	Origins of Amer. Rev.	Little Brown
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Morris, Lloyd and Smith, K.	Ceiling, Unlimited	Macmillan
Morris, Richard	Encyclopedia of American History	Harper
Nevins, Allan	The Statesmanship of the Civil War	Macmillan
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**Thornton, W.	Fable, Facts, and History	Greenberg Pub.
Toynbee, Arnold	A Study of History Vols 7-10	Oxford Univ. Press
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Webb, Walter P.	The Great Frontier	Houghton-Mifflin
Wecter, Dixon	The Great Depression	Macmillan
Wehle, Louis B.	Hidden Threads of History	Macmillan
Weyl, Nathaniel	The Battle Against Disloyalty	Thomas Crowell
White, Leonard	The Federalists	Macmillan
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Wolle, Muriel S.	The Bonanza Trail	Indiana Univ. Pr.
Woodward, W. E.	New American History	Doubleday

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Author	Title	Publisher
Casey and Bierman	Tax Shelter in Business	Inst. for Bus. Research
Groves, H. M.	Financing Government	20th Cent. Fund
Hansen, Alvin	Mon. Theory and Fiscal Pol.	McGraw-Hill
Hubbard, J. C.	Income by Taxation	Harv. Univ. Press
Kimmel, L. H.	Taxes and Econom. Incentive	Brookings Inst.
Lasser, J. K.	Handbook of Tax Techniques	Prentice-Hall
Lasser, J. K.	Tax Accounting Methods	Van Nostrand
Lasser and Porter	Managing Your Money	Henry Holt
Montgomery, etc.	Federal Taxes	Ronald Press
Schultz, W. J.	American Public Finance	Prentice-Hall
Simons, H. C.	Federal Tax Reform	Chi. Univ. Press
Symposium	Limits of Taxable Capacity	Tax Inst. Inc. 451 Nassau Princeton, N. J.
U. S. Gov't.	Federal Internal Revenue Code	Bobbs Merrill

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Author	Title	Publisher
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Daugherty, C.	Labor Problems	Houghton-Mifflin
Douglas, Paul	Social Security in U. S.	McGraw-Hill
Drucker, Peter	The Practice of Management	Harper
**Fitch, J. A.	Social Responsibilities of Organized Labor	Harper
Ginsberg, Eli	The Labor Leader	Macmillan
Gregory, Charles	Labor and the Law	W. W. Norton
Haber, Harbison, Klein & Palmer	Manpower in the U. S.	Harper
Hardman, J. and Newfield, M.	The House of Labor	Prentice-Hall
Hayes, H. G.	Spending, Saving, Employment	Alfred-Knopf
Lazarus-Goldberg	Collective Bargaining	Pub. Aff. Inst.
Lester, Richard	Labor and Industry Relations	Macmillan
*Levinson, Edw.	Labor on the March	University Books N. Y.
*Lipset, Trow, Coleman	Union Democracy	Free Press Glencoe, Ill.
Michael, L. B.	Wage and Salary Fundamentals	McGraw-Hill
Millis, and Brown	Wagner Act to Taft-Hartley	Chi. Univ. Press
Peterson, Florence	American Labor Unions	Harper
**Richberg, D.	Labor Union Monopoly	Henry Regnery Pr.
Rosenfarb, Joseph	National Labor Policy	Little-Brown
Seidman, Joel	American Labor From Defense to Reconversion	Chi. Univ. Press
Seward, Wm.	Teamwork in Industry	Funk Wagnalls
Smyth & Murphy	Bargaining With Labor	Funk Wagnalls
*Stokes, Dillard	Social Security: Fact and Fancy	Regnery Pr., Chi.
Taylor, A. G.	Labor Problems, Labor Laws	Prentice-Hall
**Taylor & Pierson	New Concepts in Wage Determination	McGraw-Hill
*Youtsler, J. S.	Labor's Wage Policies in the 20th Century	Skidmore Coll. Pr.

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**Beck, Robert	The Meaning of Americanism	Philosoph. Lib.
Biddle, Francis	The Fear of Freedom	Doubleday
Brinton, Crane	Ideas and Men	Prentice-Hall
Bryson, Lyman	The Next America	Harper
Bundy, M. (Ed.)	Dean Acheson's Record	Houghton-Mifflin
Burns, J. Etc.	Govt. by the People	Prentice-Hall
Burnham, James (Ed.)	What Europe Thinks of America	John Day
Cooker, Francis	Recent Political Thought	Appleton-Century
Coon, Horace	Triumph of the Eggheads	Random House
Corwin, Ed.	Total War and Constitution	Alfred Knopf
Dilliard, Irving (Ed.)	Addresses of Judge Hand	Alfred Knopf
**Ebenstein, Wm.	Political Thought in Perspective	McGraw-Hill
Ewing, A. C.	World Government	Macmillan
Goble, G. W.	The Design of Democracy	Univ. Okla. Press
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Moscow, Warren	Politics in the Empire State	Alfred Knopf
Nussbaum, A.	Concise Hist. of the Law of Nations	Macmillan
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†Six titles suggested for general libraries for a constructive picture of the newspaper.
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DeVoto, Bernard	The Easy Chair	Houghton Mifflin
Stringer, David	The Hand Produced Book	Philosoph. Libr.
Drewry, John	Contemporary American Magazines	Univ. Ga. Press
Gingrich, Arnold	Esquire Treasury	Simon-Schuster
*Grannis, C. B. (Ed.)	What Happens in Book Publishing	Col. Univ. Press
Hamilton, Wm. B.	50 Years-South Atlantic Quarterly	Duke Univ. Press
*LHJ Editors	Ladies Home Journal Treasury	Simon-Schuster
Miers, E. & Ellis, R.	Bookmaking & Kindred Amenities	Rutgers Univ.
**Mott, Frank	History of American Magazines 4 vol. 1885-1905	Harv. Univ. Press
Noel, Mary	Villains Galore	Macmillan
*Reynolds, Quentin	100 Years of Publishing at Street & Smith	Random House
Sedgwick, Ellery	Atlantic Harvest	Little-Brown
SEP	Saturday Evening Post Treasury	Simon-Schuster
Sheehan, Donald	This Was Publishing	Indiana Univ. Pr.
Shine and Hill	Quarterly Review: Gifford	Univ. No. Car.
Smith, Harrison	Main Street to Stockholm: Letters of Sinclair Lewis	Harcourt-Brace
Stewart, Paul	The Prairie Schooner Story	Univ. Neb. Pr.
Thompson, Lovell & others	Youth's Companion	Houghton Mifflin
Weeks, Edward	The Open Heart	Little-Brown
Weeks, Edward	This Trade of Writing	Little-Brown
*Williamson, H.	Methods of Book Design	Oxford Univ. Pr.
Wolseley, Roland	The Magazine World	Prentice-Hall
**Wood, James	Magazines in the U. S.	Ronald Press
	VI. FOREIGN JOURNALISM	
	61. BRITISH	
Aspinall, A.	Politics and the Press	Van Tal, Ltd.
**Brit. Info. Serv.	Britain Official Handbook	30 Rockefeller Plaza, N. Y.
**Churchill, R. S.	What I Said About the Press	World Pub. Co.
**Clive, John	Scotch Reviewers: Edinburgh Review	Harv. Univ. Pr.
Chase, R. H.	British Broadcasting	Harv. Univ. Press
Clarke, Tom	My Northcliffe Diary	Cosmopolitan
Daily Mail, London	News in Our Times: 1896-1946	Assoc. Newspapers
Dawson, Thomas	Law of the Press	Staples Press
*Driberg, Tom	Beaverbrook: Power and Frustration	
Evans, Trevor (Ed)	The Great Bohunkus (Ian Mackay)	W. H. Allen, London
Gibbs, Philip	Adventures in Journalism	Harper
Gill, Leslie E.	Advertising and Psychology	Longmans
Hadley, W. W.	The Komsley Manual	Cassell
Harris, Wilson	Life So Far	London: Cape
Innis, H. A.	The Press	Oxford Press, London
Jones, Sir Roderick	A Life in Reuters	Doubleday
Lancaster, Osbert	All Done From Memory	Houghton-Mifflin
London Times Staff	History of the Times (4 vols)	Macmillan
Lord Burnham	The Daily Telegraph	Cassell, London
*Low, David	Low's Autobiography	Michael Joseph, London
Manchester Guardian	C. P. Scott: 1846-1942	Frederick Muller
**McEwen, J.	Advertising as A Service to Society	MacDonald & Evans Ltd.
Minney, R. J.	Viscount Southwood	Odhams Press Ltd. London
Morison, Stanley	The English Newspaper	Macmillan
*Mumby, F. A.	Publishing and Bookselling	Jonathan Cape, London
Nelson & Sykes	Outdoor Advertising	Allen-Unwin, London.
Nicholas, H. G.	The British Election (1950)	Macmillan
O'Donnell, Bernard	Cavalcade of Justice	Macmillan
O'Sullivan, R.	The Defamation Act 1952	Sweet & Maxwell London
*Paulu, Burton	British Broadcasting	Univ. Minn. Press
Reyner, J. H.	Modern Radio Communication	Pitman
Rigby, Charles	Staff Journalist	Pitman
**Robbins, A. P.	Newspapers Today	Oxford Univ. Press
Ryan, A. P.	Lord Northcliffe	Macmillan
Scott, J. Robertson	The Life and Death of a Newspaper: Pall Mall Gazette	Methuen Ltd.
Storey, Graham	Reuters	Crown
Steed, Wickham	The Press	Harmondsworth
Williams, Valentine	World of Action	Houghton-Mifflin
	62. FRENCH	
Bourquin, Jacques	La Liberte de la Presse	Presses Universitaires de France
Cordier, F. S.	La Radio Reflet de Notre Temps	Editions Internat.
Hatin, Louis	Histoire, Politique, Litteraire de la Presse en France	Paris
Kayser, Jaques	Mort d'une Liberte	Librairie Plon, Paris
L'Echasseur	Dans le Maquis de la Presse	Editions Mosanes, Namur
Manevy, R.	Histoire de la Presse 1914-39	Editions Correa
Polowski, Jacques	La Presse, la Propagande et l'Opinion Publique sous l'Occupation	Center du Document, Paris
Sudre, Rene	Le Huitieme Art (la Radio)	Juillard, Paris
Terrou, F.	Economie et Legislation de la Presse	Les Coeurs de Droit
Thevenot, J.	L'Age de la Television	Editions Ouvrieres
	63. GERMAN	
Grother, Otto	Die Zeitung	Bensheimer
Hagemann, Walter	Die Zeitung als Organismus	Kart Vowinckel, Heidelberg
	GERMAN—Cont'd	
Kurth, Karl	Handbook of the Displaced Persons' Press	Kitzingen-Main: Holzner-Verlag
Pilgert, Henry	Press, Radio & Film in West Germany	U. S. High Comm. for Germany
Stamm, Willy	Der Leitfaden far Presse und Werbung	Essen
	64. OTHER COUNTRIES	
**Argus Pub. Co.	Today's News Today	Capetown Argus, Johannesburg, S. A.
Azikiwe, Nnamdi	The Suppression of the Press in British West Africa	African Book Co. Onitcha, Nigeria
Bonner, Franklin	A Study of the Australian Press	Pa. State Coll.
Bhatnagar, R. R.	Rise and Growth of Hindi Journalism: 1826-1945	Kitab-Mahal
Cimorra, Clementi	Historia del Periodismo	Editorial Atlantida, Buenos Aires
Coker, Increase	70 Years of the Nigerian Press	Box 139 Daily Times Lagos, Nigeria
Czechoslovak Studies	Czechoslovak Periodical Press	Czech. Institute Box 934, Chicago
**Feroze, S.	Press in Pakistan	Natl. Pubs., 4 Islamia St., Lahore
Finn, A.	Experiences of a Soviet Journalist	USSR Research, N. Y.
Gonzales, Rinz, et al	El Periodismo	Ed Noguer, Barcelona
Grasses, Pedro (Ed)	Materiales para la Historia del Periodismo en Venezuela	Universidad Central Caracas
Internat. Press Inst.	The News From Russia	IPI, Zurich, Swit.
**Jap. News. Assoc.	The Japanese Press 1957	Hibita Park, Tokyo
**Kitchen, H. (Ed.)	The Press in Africa	Ruth Sloan Assoc. Wash. D. C.
Kottyar, A.	Newspapers in the USSR	USSR Research N. Y.
Malgeri, A.	l'Occupazione di Milano e la Liberazione	Editori Associati, Milan
Mayer, George	El Derecho Publico de Prensa '46	Univ. Buenos Air.
McFadden, Tom	Daily Journalism in the Arab States	Ohio State Univ.
**Narasimhan, V.	Study of the Indian Press	Varadchari Co., Madras
*Rooij, Maarten	Het Dabgladbedrijf in Nederland	Leiden
Suarez, Octavio de la	Socioperiodismo	Cultural, Havana
Suarez, Octavio de la	Moraletica del Periodismo	Cultural, Havana
Schneider, Maartes	The Netherlands Press Today	E. J. Brill, Leyden
Sanaki, Hidesaburo	Early Japanese Newspapers	
Swiss Editors	Catalogue des Journaux Suisses	AASP, Zurich
Torres, Teodoro	Periodismo Mexicano	Botas, Mex. City
Czechoslovak Journalists	La Presse et les Journalistes	Prague
**Thomas & Uhlan	Shoriki: Miracle Man of Japan	Exposition Press
Thorsen, Svend	Newspapers in Denmark	Danish Info. Inst., Copenhagen
Vargas, Martinez	Periodismo en Bolivia	Imprenta, Univ. Cochabamba
Wolseley, Roland (Ed.)	Journalism in Modern India	Asia Pub. House Bombay
Yutang, Lin	Public Opinion in China	Chi. Univ. Press

**Published or revised in 1957. *Published or revised in 1956.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

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MOBILE ADVERTISING CLUB—Sec.: Mrs. Edith E. Maddox, P. D. Johnson & Co., 566 Crenshaw St.

ADVERTISING CLUB OF MONTGOMERY, INC.—Sec.: Frank Rosenberg, Paragon Press, P. O. Box 17.

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PHOENIX ADVERTISING CLUB—Exec. Sec.: William A. McKay, P. O. Box 1586.

TUCSON ADVERTISING CLUB—Sec.: Miss Dorothy Thierman, P. O. Box 2233.

ARKANSAS

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GREATER BAKERSFIELD ADVERTISING CLUB—Sec.: Eleanor Strauss, P. O. Box 231.

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SAN FRANCISCO ADVERTISING CLUB—Exec. Dir.: Miss Florence Gardner, 690 Market St. (4).

SAN JOSE ADVERTISING CLUB—Exec. Sec.: Miss Benet Hanau, Benet Hanau & Assoc., 1011 Park Av., P. O. Box 967.

SANTA BARBARA ADVERTISING & MERCHANDISING CLUB—Sec.: Jacqueline Meyerhardt, P. O. Box 1441.

STOCKTON ADVERTISING CLUB—Sec.: Hillard Corren, M. Corren & Sons, 120 S. San Joaquin St.

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ADVERTISING CLUB OF HARTFORD—Sec.: Florence Farrell, Chamber of Commerce, Old State House (3).

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ADVERTISING CLUB OF JACKSONVILLE—Sec.: Dave Mancini, Blue Cross-Blue Shield, 532 Riverside Av. (1).

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ADVERTISING CLUB OF ORLANDO—Exec. Sec.: Mrs. Mildred Lavin, Central Title & Trust Co., P. O. Box 3467.

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CHICAGO FEDERATED ADVERTISING CLUB—Exec. Sec.: Dan J. Collins, Chicago Federated Adv. Club, 139 N. Clark St. (2).

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ADVERTISING CLUBS OF UNITED STATES AND CANADA—Continued

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ADVERTISING CLUB OF JOLIET—Sec.: Ed Brennan, Jr., Joliet Herald-News, Scott & Van Buren Sts.

PEORIA ADVERTISING AND SELLING CLUB—Sec.: Joe Weil, Peoria Advertising Club, Pere Marquette Hotel.

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ADVERTISING CLUB OF WACO—Sec.: Mary Lake, c/o United Fund.

UTAH

OGDEN ADVERTISING & SALES CLUB—Sec.: Miss Sherrill Pierson, Pierson & Kearney, Hotel Ben Lomond.

SALT LAKE ADVERTISING CLUB—Exec. Sec.: Mrs. Bernice Bywater, P. O. Box 2249, Bountiful, Utah.

VIRGINIA

LYNCHBURG ADVERTISING & SALES CLUB—Sec.: Anice M. Howell, E. C. Glass High School, Memorial Av.

ADVERTISING CLUB OF NORFOLK—Sec.-Treas.: Mrs. Jackie Head, Ames and Brownley, Inc., Granby St.

ADVERTISING CLUB OF RICHMOND—Sec.: Charles R. Talley, 1st & Merchants Natl. Bank, 9th & Main (19).

ROANOKE ADVERTISING CLUB—Sec.: Mrs. Helen Croft, Times-World Corp.

WASHINGTON

ADVERTISING AND SALES CLUB OF SEATTLE, INC.—Exec. Sec.: Mrs. Nancy P. Davis, 200 Seneca St. (1).

ADVERTISING AND SALES ASSOCIATION OF SPOKANE—Exec. Sec.: Mrs. Anne R. Zavitz, Hidpath Hotel.

TACOMA ADVERTISING CLUB—Sec.: Mary Ann Wilson, 102 S 12th (1).

TACOMA ADVERTISING & BUSINESS WOMEN—Pres.: Mrs. Thelma Wallace, 205 N. Tacoma Ave. (3).

WEST VIRGINIA

THE ADVERTISING CLUB OF HUNTINGTON—Sec.: Miss Judy Beckham, Standard Printing & Pub. Co., P. O. Box 1240.

THE WHEELING ADVERTISING CLUB—Office Sec.: Mary Neal, W T R F - TV, Ogden Bldg.

WISCONSIN

FOX VALLEY ADVERTISING CLUB—Sec.: Earl W. McGuire, Badger Printing Co., P. O. Box 22, Appleton, Wis.

MADISON ADVERTISING CLUB—Sec.: Luther Bowers, Madison Newspapers, Inc., 115 S. Carroll St. (3).

MILWAUKEE ADVERTISING CLUB—Exec. Sec.: Mrs. Eunice Schmitt, Milwaukee Advertising Club, 740 N. Plankinton Av. (3); Sec.: Peter W. Olsen, The Olsen Publishing Co., 1445 N. 5th St. (12).

THE WOMEN'S ADVERTISING CLUB OF MILWAUKEE, INC.—Sec.: Mary Hickey, Northwestern Mutual Ins. Co., 720 E. Wisconsin Av. (3).

ADVERTISING CLUB OF RACINE—Sec.: Marvin Davis, Western Printing & Litho. Co., 1220 Mound Av.

HAWAII

HONOLULU ADVERTISING CLUB—Exec. Sec.: Frances R. Delpech, P. O. Box 1813.

CANADA

SALES & ADVERTISING CLUB OF BELLEVILLE—Sec.: J. O'Connor, O'Connor's Jewel Box, 213 Front St.

BRANTFORD SALES & ADVERTISING CLUB—Sec.: Lionel Moyer, Moyer Printing Co. Ltd., 49 Egerton St.

ADVERTISING & SALES BUREAU OF CALGARY—Sec.: Neil A. Leighton, The Calgary Chamber of Commerce, 809 Centre St., S.

ADVERTISING & SALES CLUB OF CHATHAM—Sec.: Myles Legate, W. F. Patterson Real Estate, 195 Lydiona Av.

ADVERTISING & SALES CLUB OF EDMONTON—Co-Ord.: W. J. Cottrell, No. 3 Dominion Bldg., 10052 - 100th St.

GUELPH ADVERTISING & SALES CLUB—Sec.: Don Marshall, John Sutherland & Sons Ltd., 7 Lilac Pl.

HALIFAX ADVERTISING & SALES CLUB—Sec.: F. L. Melvin, Canada General Electric, P. O. Box 460.

ADVERTISING & SALES CLUB OF HAMILTON—Sec.: Harold E. Dennison, Mid-Main Properties Ltd., 627 Main St., E.

WOMEN'S ADVERTISING & SALES CLUB OF HAMILTON—Sec.: Mrs. Vera Clow, The London Life Ins. Co., P. O. Box 190.

ADVERTISING & SALES CLUB OF KINGSTON—Sec.: Sam Kingston, Drury's Fuel & Builders Supplies, 235 Wellington St.

KITCHENER-WATERLOO ADVERTISING & SALES CLUB—Sec.: Ross Hahn, Greb Shoe Co. Ltd., 72 St. Ledger St.

ADVERTISING & SALES CLUB OF MONTREAL—Sec.: Miss Ryva Wolfe, Suite 31 - Mt. Royal Hotel.

THE JUNIOR ADVERTISING & SALES CLUB OF MONTREAL—Sec.: Miss Heather Crankshaw, Suite 31 - Mt. Royal Hotel.

WOMEN'S ADVERTISING & SALES CLUB OF OTTAWA—Sec.: Miss Jean Dunn, Morrison-Lamothe Bakery, 95 Echo Dr.

ADVERTISING & SALES CLUB OF OTTAWA—Sec.: Howard W. Batten, Rapid Grip & Batten Ltd., 370 Bank St.

ADVERTISING & SALES CLUB OF PETERBOROUGH—Sec.: Harry Towsley, 77 Benson Av.

ADVERTISING & SALES CLUB OF QUEBEC—Sec.: Claude Patry, Claude Patry Chaussures Enr., 80 1/2 Ave. Royale.

ADVERTISING & SALES CLUB OF ST. CATHARINES—Sec.: James F. Doyle, W. R. Rollason Co. Ltd., P. O. Box 487.

ADVERTISING & SALES CLUB OF TORONTO—Sec.: Norman H. Clark, Rapid Grip & Batten, 181 Richmond St.

WOMEN'S ADVERTISING & SALES CLUB OF TORONTO—Sec.: Miss Betty Nealon, Herbert Watts Ltd., 47 Fraser Av.

YOUNG MEN'S ADVERTISING & SALES CLUB OF TORONTO—Sec.: Richard Allen, Heggie Advertising Co. Ltd., 97 Eglinton Av., E.

ADVERTISING & SALES CLUB OF VANCOUVER—Sec.: A. E. W. Scotes, Vancouver Board of Trade, 805-355 Burrard St.

ADVERTISING & SALES CLUB OF WINDSOR—Sec.: Lloyd A. H. Wicks, The Toronto General Trusts Corp., 347 Ouellette Av.

WOMEN'S ADVERTISING & SALES CLUB OF WINDSOR—Sec.: Mrs. Elsie Flood, Border Press, 132 Terry St.

WOMEN'S ADVERTISING & SALES CLUB OF WINNIPEG—Sec.: Miss Gloria Huckles, Celebrity Concerts (Canada) Ltd., Winnipeg, Man.

ADVERTISING & SALES CLUB OF WINNIPEG—Sec.: R. Horley, Canadian Broadcasting Corp., C. B. C. Bldg., Portage Av.

PRESS ASSOCIATIONS

ASSOCIATIONS AND CLUBS are shown in a separate alphabetical listing following PRESS ASSOCIATIONS

AGRICULTURAL PRESS ASSOCIATION of CANADA. Headquarters: 137 Wellington St., West, Toronto. H. F. Weld, Farmer's Advocate & Canadian Countryman, Toronto, pres.; G. J. McGoey, McGoey Bros., Toronto, hon. secy. Elections held June.

ALABAMA PRESS ASSOCIATION—George M. Cox, Mobile Press-Register, pres.; Jones Giles, secy-treas. Headquarters: P. O. Box 2008, University, Ala. Elections held January.

AMERICAN LEGION PRESS ASSOCIATION—Jack B. C. Cann, 5901 E. Washington St., Indianapolis 19, Ind., secy-treas.

ARKANSAS PRESS ASSOCIATION—Headquarters: 110 Stephens Bldg., Little Rock, Ark. Sam Gearhart, Fayetteville N.W. Ark. Times, pres.; William G. Conley, secy-mgr. Elections held January.

ASSOCIATED NEGRO PRESS, 3531 South Parkway, first floor, Chicago 15, Ill.—C. A. Barnett, president; I. Roland, secretary. Washington Bureau 1915-14th St., N. W., Washington, D. C.

CALIFORNIA-NEVADA STATE ASSOCIATED PRESS ASSOCIATION—Headquarters: P. O. Box 3584, San Francisco 19, Calif. Charles Storke, Santa Barbara News Press, chairman; Howard H. Hays, Jr., Riverside Press-Enterprise, secy-treas. Elections held Feb.

CALIFORNIA PRESS ASSOCIATION—Headquarters Address: 45 Second Street, San Francisco, Calif. Justus F. Craemer, San Rafael, Calif., pres.; B. J. Abraham, Bellflower, Calif., secy. Elections held spring meeting each year.

CARIBBEAN PRESS ASSOCIATION—Edward L. Cozier, Voice of St. Lucia, B.W.I., pres.; Cyril Soares, Daily Gleaner, Jamaica, B.W.I., secy. Elections held November.

CATHOLIC PRESS ASSOCIATION of the UNITED STATES, INC., THE—Headquarters: 150 East 39th St., New York 16, N. Y. Rt. Rev. John S. Randall, The Catholic Courier Journal, 35 Scio St., Rochester, N. Y., pres.; G. Roger Cahaney, 150 East 39th St., New York 16, N. Y., executive secretary.

CHICAGO CITY PRESS ASSOCIATION—Donald J. Walsh, Chicago American, president; John F. O'Keefe, secretary-treasurer and assistant general manager.

COLORADO PRESS ASSOCIATION—Headquarters: 1645 Court Pl., Denver 2, Colo. Maurice Lockeby, Steamboat Pilot, president; William M. Long, managing director.

DEL-MAR-VA PRESS ASSOCIATION—Milton K. Freid, Delaware Coast Press, Rehoboth Beach, Del., pres.; Robert H. Yerkes, Milford Chronicle, Milford, Del., secy-treas. Elections held January.

FLORIDA PRESS ASSOCIATION—Offices, 337 Stadium, University of Florida School of Journalism and Communications, Gainesville, Fla. Owen Brice, Lake Wales (Fla.) News, pres.; John Paul Jones, School of Journalism and Communications, University of Florida, Gainesville, Fla., secy-mgr.

GEORGIA PRESS ASSOCIATION—C. J. Broome, The Alma Times, Alma, Ga., pres.; Harvey H. Walters, 34 Ivy Street, S.E., Atlanta 3, Ga., secy-mgr. Elections held June.

HOOSIER STATE PRESS ASSOCIATION, INC.—Headquarters: 603 Indiana Trust Bldg., Indianapolis 4, Ind. Wray E. Fleming, general counsel; C. Richard Johnson, Boonville, Ind., pres.; Carlos Craig, Versailles, Ind., secy. Elections held June.

ILLINOIS PRESS ASSOCIATION—Headquarters: 118 Gregory Hall, Urbana, Ill. O. J. Lere, Le Roy Journal, Le Roy, Ill., pres.; Arthur E. Strang, 119 Gregory Hall, University of Illinois, Urbana, secy-mgr. Elections held Oct.

INDIANA ASSOCIATED PRESS—Wendell Phillippi, Indianapolis News, Star-News Bldg., pres.; W. P. Macdonald, Star-News Bldg., Indianapolis, chief of bureau.

INLAND DAILY PRESS ASSOCIATION—Robert M. White II, Mexico (Mo.) Ledger, pres.; Lester A. Walker, Fremont (Neb.) Guide & Tribune, chairman of the board; Wm. F. Canfield, 7 South Dearborn St., Chicago 3, secy-treas. & gen. mgr. Elections held Oct.

INTER-AMERICAN PRESS ASSOCIATION—22 E. 60th St., New York 22, N. Y. John T. O'Rourke, Scripps Howard, U.S.A., pres.; Alberto Gainza Paz, La Prensa, Buenos Aires, Argentina, 1st vice-pres.; William H. Cowles, Spokesman-Review, Spokane, Wash., 2nd vice-pres.; Agustin Edwards, El Mercurio, Santiago, Chile, secy.; John A. Brogan, Jr., Hearst Corp., U.S.A., treas.; Angel Ramos, El Mundo, San Juan, Puerto Rico, chairman, exec. comm.; James B. Canel, mgr.

IOWA ASSOCIATED PRESS TELEGRAPH EDITORS ASSOCIATION—Headquarters: Associated Press, Register & Tribune, Des Moines, Iowa. Ben Stearns, Iowa City Press-Citizen, pres.; Jack Erickson, AP, Des Moines, secy-treas.; C. G. Douglass, chief of Bureau, AP, Des Moines. Elections held each spring.

INTERNATIONAL LABOR PRESS ASSOCIATION (AFL-CIO)—Headquarters: AFL-CIO Building, 815 16th St., N.W., Washington 6, D. C. Gordon H. Cole, Machinists Building, Washington 6, D. C., pres.; Bernard R. Mullady, secy-treas. AFL-CIO Building. Elections held odd years.

IOWA DAILY PRESS ASSOCIATION—Headquarters: 508 Shops Building, Des Moines 9, Iowa. Harrison Weber, News Bureau Chief; Herbert O. Tschudy, Executive Director; C. W. Moody, Burlington Hawk-Eye Gazette, pres. Elections held September.

IOWA PRESS ASSOCIATION, INC.—511 Shops Bldg., Des Moines 9, Iowa. Don Reid, managing director; J. C. Moore, Winterset Madisonian, pres.; L. K. Hull, Waukon Independent, rec. secy. Elections held April.

IOWA PRESS PHOTOGRAPHERS ASSOCIATION INC.—Elwin L. Musser, chief photographer Mason City Globe Gazette, pres.; Don Ringler, Daily News, Newton, secy. Elections held May.

KANSAS PRESS ASSOCIATION—Elton Carter, Norton Telegram, pres.; Larry Miller, 701 Jackson St., Topeka, gen. mgr. Elections held January.

KENTUCKY PRESS ASSOCIATION, INC.—Alfred S. Wathen, Jr., Kentucky Standard, Bardstown, pres.; Victor R. Portmann, secy-mgr.; Central Office, School of Journalism, University of Kentucky, Lexington.

LOUISIANA PRESS ASSOCIATION—Bruce R. McCoy, Alumni Hall, University Station, Baton Rouge, manager.

MARYLAND PRESS ASSOCIATION—Headquarters: 513 Park Avenue, Baltimore 1, Md. Oscar Morris, Salisbury Times, Salisbury, Md., pres.; William Kerbin, Jr., Democratic Messenger, Snow Hill, secy. Elections held Feb.

MASSACHUSETTS PRESS ASSOCIATION—Headquarters: Foxboro Reporter, Foxboro, Mass. Elections held May.

MICHIGAN PRESS ASSOCIATION—Headquarters: Elmer E. White, 257 Michigan Ave., East Lansing, Mich., secy-mgr.; Almon W. McCall, Grand Haven Tribune, pres. Elections held Jan.

MIDWESTERN (N. C.) PRESS ASSOCIATION—W. Stanley Moore, Morganton News-Herald, pres.; Mrs. Fred Carter, Kernersville News, secy-treas.

MISSISSIPPI PRESS ASSOCIATION—Box 1788, 316 E. Pearl St., Jackson, Miss., Delmus Harden, Itawamba County Times, pres.; Norman Mott, Jr., The Yazoo City Herald, secy.; George Lemon Sugg, mgr.

MONTANA STATE PRESS ASSOCIATION—Headquarters: Journalism Building, Missoula, Mont. Mel Ruder, Hungry Horse News, Columbia Falls, pres.; Dorothy M. Johnson, Journalism Building, Missoula, secy-mgr. Elections held August.

NEBRASKA PRESS ASSOCIATION, INC., 129 North 9th Street, Lincoln, Nebraska—Ed Apking, Ord Quiz, pres.; Vern Scofield, Lincoln, secy-mgr. Elections held April.

NEVADA STATE PRESS ASSOCIATION—Headquarters: Department of Journalism, University of Nevada, Reno. Jock Taylor, Austin, Nev., Reese River Reveille, pres.; Kenneth Ingram, Fallon, Fallon Standard, secy-treas. Elections each spring.

NEW ENGLAND ASSOCIATED PRESS NEWS EXECUTIVES ASSOCIATION—Paul Plumer, Kennebec Journal, Augusta, Me., chairman; Clarkson S. Barnes, Bristol (Conn.) Press, vice chairman; L. P. Yale, chief, Boston Bureau, Associated Press, secy-treas. Elections held in October.

NEW ENGLAND WEEKLY PRESS ASSOCIATION—Col. William J. Slator, Addison County Independent, Middlebury, Vt., pres.; Robert Baram, Boston University, 84 Exeter St., Boston 16, Mass., exec. secy.

NEW JERSEY PRESS ASSOCIATION—Ernest W. Lass, Asbury Park Press, pres.; Lloyd P. Burns, secy.-mgr. Elections held June.

NEW MEXICO PRESS ASSOCIATION—Jack Sitton, Box 1069, Carlsbad, N. M., secy-mgr.; Paul O. Tooley, Hot Springs Herald, Truth or Consequences, N. M., pres. Elections held January.

NEW YORK PRESS ASSOCIATION—Headquarters: Journalism Center, Syracuse University, Syracuse 10, N. Y. Robert Rich, Republican-Tribune, Carthage, N. Y., pres.; Howard W. Palmer, secy-mgr. Elections held Feb.

NEW YORK PRESS PHOTOGRAPHERS ASSOCIATION, INC.—Belmont Plaza Hotel, New York 17, N. Y. Pat Candido, Daily News, pres.; Ellsworth Schell, Newark News, secy. Elections held May.

NEW YORK STATE ASSOCIATED PRESS ASSOCIATION—Gilbert P. Smith, Utica Press, pres.; Norris Paxton, Albany Associated Press, secy. Elections held October.

NORTH CAROLINA PRESS ASSOCIATION—Headquarters: Morganton, N. C. Henry A. Dennis, Henderson, pres. and chair. of the board; Miss Beatrice Cobb, Morganton, N. C., secy-treas. Elections held July.

NORTH CAROLINA PRESS ASSOCIATION, EASTERN—Headquarters: Ahoskie, N. C. Ashley B. Futrelle, Washington Daily News, pres.; J. Mayon Parker, Ahoskie Herald, secy-treas. Elections held Nov.

NORTH DAKOTA PRESS ASSOCIATION—Headquarters: Orion Cole, Hatton, N. D., pres.; Edward J. Franta, Langdon, secy. Elections held April.

NORTHEASTERN PRESS ASSOCIATION—Box 13, Presque Island, Me. George F. Mulherin, WAGM-TV, pres.; James G. Barrows, Aroostook Bureau Chief, Bangor Daily News, secy. Elections held at annual meeting in July.

NORTHWEST DAILY PRESS ASSOCIATION—Headquarters: Minneapolis, Minn. James A. Black, Fargo (N. D.) Forum, pres.; John Ainley, Bemidji (Minn.) Pioneer, chairman of board; Raymond C. Rode, Minneapolis, exec. secy. Elections held February.

OKLAHOMA PRESS ASSOCIATION—Charles E. Engleman, Clinton Daily News, pres.; Ben Blackstock, 2305 Biltmore Hotel, Oklahoma City, secy-mgr. Elections held June.

OREGON ASSOCIATED PRESS ASSOCIATION—Charles V. Stanton, Roseburg News-Review, pres.

OREGON PRESS CONFERENCE—Bernard Mainwaring, Salem Capital Journal, chairman; Carl C. Webb, School of Journalism, University of Oregon, Eugene, Ore., secy. Elections held February.

PANHANDLE PRESS ASSOCIATION—Headquarters, Clarendon, Tex. Harold R. Hudson, Ochiltree County Herald, Perryton, Tex., pres.; G. W. Estlack, Donley County Leader, Clarendon, Tex., secy-treas. Elections held April.

PENNSYLVANIA WOMEN'S PRESS ASSOCIATION—Headquarters: 2717 N. Front St., Harrisburg, Pa. Mrs. Adelaide M. Blaetz, Breeze Newspapers, Phila. 11, Pa., pres.; Naomi Woolever, Williamsport Sun-Gazette, secy. Elections held May, 1957.

PERIODICAL PRESS ASSOCIATION—Headquarters: 137 Wellington St. W., Toronto, Canada. R. C. Brown, The Country Guide, Winnipeg, pres.; George Mansfield, Toronto, mgr.

PHILADELPHIA PRESS ASSOCIATION—Headquarters: 1001 Chestnut St., Phila. 7, Pa. James E. McNeill, Philadelphia Bulletin, pres.; Sigurd B. Hagen, Philadelphia Daily News, secy. Elections held Jan.

SOUTH CAROLINA PRESS ASSOCIATION—Wayne Freeman, Greenville News, pres.; c/o Harold C. Booker, secy., Camden, S. C. Elections held February.

SOUTH DAKOTA PRESS ASSOCIATION, Headquarters: Box T, State College Station, Brookings. Oliver F. Freed, Woonsocket News, pres.; Homer J. Givens, secy-mgr. Elections held April.

TENNESSEE PRESS ASSOCIATION, INC.—Headquarters: University Station, Knoxville, Tenn. John T. Bragg, Rutherford-Courier, Murfreesboro, Tenn., pres.; Glenn E. McNeil, University Station, Knoxville, secy-mgr. Elections held June.

TEXAS GULF COAST PRESS ASSOCIATION—Headquarters: R. Starley Tevis, Houston Post, secy-treas.; W. B. Crossley, Madisonville Meteor, pres. Elections held April.

TEXAS PRESS ASSOCIATION—David C. Leavell, Galveston News-Tribune, bd. ch.; Jimmie Gillentine, Hereford Brand, pres.; Pat Holt, Gatesville Messenger, secy-treas.; Vernon Sanford, Austin, gen. mgr. Elections held June.

TEXAS PRESS ASSOCIATION, NORTH and EAST—HQ, Carthage, Texas. U. O. "Clemo" Clements, Panola Watchman, Carthage, pres.; Bob Robison, American, Royce City, secy-treas.

UTAH STATE PRESS ASSOCIATION, INC.—(Business Affiliate, Utah State Press Association), Roy E. Gibson, Nephi, Utah, chairman of board; Gordon P. Owen, Jr., 34 W. Broadway, Salt Lake City 1, Utah, mgr. Elections held Feb.

VIRGINIA PRESS ASSOCIATION, INC.—Paul W. Manns, Caroline Progress, Bowling Green, Va., pres. and chairman of the executive committee; Edwin G. Meyer, Suite 810-12-14, Virginia Bldg., Richmond 9, Va. secy-mgr. Elections held July.

WEST TEXAS PRESS ASSOCIATION—Headquarters: Mrs. R. F. Mahood, Box 911, Stamford, Tex. Elections held August.

WEST VIRGINIA PRESS ASSOCIATION, INC.—Francis P. Fisher, secy-mgr. Headquarters: Room 3, Martin Hall, Morgantown. Ralph E. Fisher, Moorefield Examiner, Moorefield, West Va., pres.

WISCONSIN PRESS ASSOCIATION—Gordon E. Lewis, South Milwaukee Voice-Journal, pres.; Max F. Hinman, Reedsburg Times-Press, secy-treas. Elections held May.

WYOMING PRESS ASSOCIATION—Russ Stout, Rawlins Times, pres.; Wallace R. Biggs, 318 South 11th, Laramie, mgr. Elections held February.

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(PRESS ASSOCIATIONS are shown in a separate alphabetical listing preceding ASSOCIATIONS & CLUBS.)

NATIONAL

ALPHA DELTA SIGMA, PROFESSIONAL ADVERTISING FRATERNITY—Richard Joel, Florida State University, School of Journalism, Tallahassee, Fla., Natl. Pres.; Milton E. Gross, University of Missouri School of Journalism, National Exec. Secy.

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION Headquarters: 139 N. Clark, Chicago 2, Ill. Rod Turnbull, Weekly Star Farmer, Kansas City 8, Mo., pres.; C. L. Mast, Jr., Agricultural Leaders' Digest, Chicago 2, Ill., secy-treas.

AMERICAN ASSOCIATION OF EDITORIAL CARTOONISTS—Interim officers: Gib Crockett, Star, Washington, D. C., board chairman; Dan Dowling, New York Herald Tribune, pres.; John Stampone, Army Times, secy.

AMERICAN ASSOCIATION OF ENGLISH-JEWISH NEWSPAPERS—808 Dryades St., New Orleans, La. Jimmy Wish, Fort Worth, secy. Elections held May.

AMERICAN ASSOCIATION OF NEWSPAPER REPRESENTATIVES (NEW YORK CHAPTER)—Herbert R. Meeker; Scolaro, Meeker & Scott, 270 Madison Ave., pres.; Robert T. Franklin, Ridder-Johns, Inc., 41 E. 50th St., secy. Elections held 2nd Thurs. in June. Philadelphia Chapter: Richard G. Holloway, Story, Brooks & Finley, Inc., pres.; Karl H. Frishman, Scripps-Howard Newspapers, secy-treas.

AMERICAN ASSOCIATION of SCHOOLS and DEPARTMENTS of JOURNALISM—Ralph O. Nafziger, Dir., School of Journalism, University of Wisconsin, Madison, pres.; Elmer F. Beth, William Allen White School of Journalism, Kansas University, Lawrence, secy-treas. Election about Sept. 1.

AMERICAN ASSOCIATION of SUNDAY AND FEATURE EDITORS—Stanley Horstman, This Week Magazine, 485 Lexington Ave., New York City, pres.; Edward P. Kasun, The Pittsburgh (Pa.) Press, secy.

AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION—Headquarters: 1785 Massachusetts Ave., N.W., Washington 6, D. C. Noel Johnston, exec. dir.; James Jordan, State Univ. of Iowa, pres. Elections held June.

AMERICAN COUNCIL on EDUCATION for JOURNALISM—Edward Lindsay, Lindsay-Schaub Newspapers, Decatur, Ill., representing A.S.N.E., pres. John E. Stempel, Dept. of Journalism, Indiana University, representing A. E. J., secy-treas. Elections held April.

AMERICAN MARKETING ASSOCIATION—Headquarters: 27 E. Monroe St., Chicago 3, Ill., D. Maynard Phelps, University of Michigan, Ann Arbor, Mich., pres; Schuyler F. Otteson, Indiana University, Bloomington, Ind., secy. Elections held April.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—William Dwight, Holyoke (Mass.) Transcript-Telegram, pres.; W. J. Blackburn, London (Ont.) Free Press, secy. Elections held April.

AMERICAN PAPER and PULP ASSOCIATION—Headquarters: 122 E. 42 St., New York City, David L. Luke, Jr., West Virginia Pulp and Paper Co., 230 Park Ave., New York, N. Y., pres.; E. W. Tinker, exec. secy. & treas. Elections held Feb.

AMERICAN SOCIETY of JOURNALISM SCHOOL ADMINISTRATORS—Alfred Crowell, University of Maryland, pres.; William Maxwell, University of South Dakota, deputy secy-treas. Elections about September 1.

AMERICAN SOCIETY OF NEWSPAPER EDITORS, THE—Headquarters: Alice Fox Pitts, Box 1053, Wilmington 99, Del.; Virginius Dabney, Richmond (Va.) Times-Dispatch, pres.; Carl E. Lindstrom, Hartford (Conn.) Times, secy. Next election, April 1958.

AMERICAN TRAVEL WRITERS ASSN.—Headquarters: P. O. Box 4640, Cleveland Park Station, Washington 8, D. C. Peter J. Celliers, Red Book Magazine, pres.; Walter Hubbard, American Motorist Magazine, secy.

ASSOCIATED BUSINESS PUBLICATIONS—205 E. 42 St., New York 17, N. Y. William K. Beard, Jr., pres.; Miss Irene Pearson, Director of Member Services & Personnel Mgr.

ASSOCIATED COURT & COMMERCIAL NEWSPAPERS, INC.—Headquarters: 34 N. La Salle St., Chicago 2, Ill. Joseph Stadelman, Chicago Law Bulletin, 34 N. LaSalle St., Chicago Ill., secy.

ASSOCIATED PRESS MANAGING EDITORS ASSOCIATION—Frank Eyerly, Des Moines (Iowa) Register & Tribune, pres.; Michael J. Ogden, Providence (R. I.) Journal & Bulletin, secy. Elections held Nov.

ASSOCIATION OF BETTER BUSINESS BUREAUS, INC.—723 Chrysler Bldg., New York 17, N. Y.; Victor H. Nyborg, (Full-time President, Association of Better Business Bureaus, Inc., New York City), pres.; Robert B. Renwick (Manager, Better Business Bureau, Birmingham, Ala.), secy. Elections held June.

ASSOCIATION for EDUCATION in JOURNALISM—Warren K. Agee, Texas Christian University, Fort Worth, pres.; Elmer F. Beth, Kansas University, Lawrence, secy-treas. Elections held about Sept. 1.

ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS—Headquarters Address: 60 E. 56th St., New York 22, N. Y. Walter J. Gardner, pres.; E. J. Loranger, (HQ) secy-treas. Elections held November.

ASSOCIATION of PETROLEUM WRITERS—Tom Dougherty, Petroleum Information, Denver, Colo., pres.; Riley W. Wilson, Tulsa (Okla.) World, secy-treas.; Frank O. Hall, Wichita Falls (Tex.) Record News & Times, chair. exec. com. Elections held Nov.

AUDIT BUREAU OF CIRCULATIONS—Headquarters: 123 N. Wacker Drive, Chicago 6, Ill. Stanley R. Clague, Modern Hospital Publishing Co., Inc., Chicago, secretary; James N. Skryock, 123 North Wacker Drive, Chicago, pres. and managing director. Elections held October.

AVIATION WRITERS ASSOCIATION—Headquarters: 600 York Rd., Jenkintown, Pa. George A. Rhodes, San Francisco (Calif.) Call-Bulletin, pres.; Ralph H. McClarren, (HQ), exec. secy. Elections held June.

BASEBALL WRITERS' ASSOCIATION OF AMERICA—Headquarters: 235 E. 45 St., New York 17, N. Y. Robert W. Broeg, St. Louis (Mo.) Dispatch, pres.; Ken Smith, New York Mirror, secy-treas. Elections held Oct.

BRITISH TRAVEL ASSOCIATION, THE—336 Madison Avenue, New York City 17, N. Y.; Kenneth Koyen, Director of Public Relations.

BUREAU of BROADCAST MEASUREMENT, THE—Headquarters: 96 Eglinton Avenue, East, Toronto 12, Ont., Canada. Charles R. Vist, 3 Fallingbrook Crescent, Toronto 13, pres.; Charles J. Follett, secy-treas. Annual Meeting in March.

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA—J. A. Daly, Hugh C. MacLean Publications Ltd., Toronto, Ont., pres.

CANADIAN CIRCULATIONS AUDIT BOARD, INC.—Headquarters: 701 Federal Building, Toronto 1, Ont. H. G. Dighton, Hydro-Electric Power Commission of Ontario, pres.; J. A. M. Galilee, 701 Federal Bldg., Toronto 1, Ont., general manager and secretary. Elections held February.

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters: 55 University Ave., Toronto, Ont. John C. Preston, The Brantford (Ont.) Expositor, pres. Elections held April.

CANADIAN MANAGING EDITORS' CONFERENCE—Miss Marjorie Budd, British American Oil Co. Ltd., 800 Bay St., Toronto, exec. secy.; W. H. Vaughan, Managing Editor, Windsor (Ont.) Star, pres. Elections held Feb.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—Headquarters: 34 Front Street West, Toronto, Ont. William Telfer, managing director; W. W. Draayer, Wetaskiwin, Alta., pres. Elections held September.

CUVIER PRESS CLUB—Headquarters Address: 22 Garfield Place, Cincinnati 2, Ohio. George Fries, pres.; Walter F. Haehnle, secy.; L. Roy Leonard, mgr. Elections held Nov.

DOG WRITERS' ASSOCIATION of AMERICA—George Butz, Philadelphia Inquirer, pres.; Louise McMahon, Philadelphia Bulletin, Phila., Pa., secy-treas. Elections held Feb.

EDUCATION WRITERS ASSOCIATION—Joseph Deitch, 525 W. 120th St., New York 27, N. Y., secy-treas.

FOOTBALL WRITERS ASSOCIATION OF AMERICA—Flem Hall, Ft. Worth (Tex.) Star-Telegram, pres.; Bert McGrane, Des Moines (Ia.) Register, secy-treas. Elections held Aug.

GAMMA ALPHA CHI, NATIONAL PROFESSIONAL ADVERTISING FRATERNITY for WOMEN—Mrs. Claire Drew Forbes Walker, 2030 Anacapa Street, Santa Barbara, Calif., pres.; Mrs. Shirley Maly, Box 767, Taylor, Neb., exec. secy. Elections held Nov., 1958.

INSTITUTE OF NEWSPAPER CONTROLLERS and FINANCE OFFICERS—230 W. 41st St., New York 36, N. Y. G. Stewart Phillips, Washington (D. C.) Post & Times-Herald, pres.; Michael M. Pennock, Philadelphia (Pa.) Inquirer, secy.

INTERNATIONAL COUNCIL OF INDUSTRIAL EDITORS—Henry Bachrach, General Electric Co., 570 Lexington Ave., New York 22, N. Y., pres.; Mrs. Ludel B. Sauvageot, ICIE Central Office, 9 Overwood Road, Akron 13, Ohio, secy. Elections held June.

INTERNATIONAL SOCIETY OF AVIATION WRITERS—Meeting Headquarters: International Aviation Bldg., Montreal, Canada. Arthur Riley, Boston (Mass.) Globe, pres. Secretariat: 25 Farncote Rd., Don Mills, Ont., Canada. Ross Willmot, Hunting Associates, Toronto, secy-gen.

KAPPA ALPHA MU HONORARY FRATERNITY in PHOTO JOURNALISM—Headquarters: 18 Walter Williams Hall, University of Missouri, Columbia. Robert McMurtrie, Bloomington, Ind., natl. pres.; Vi Edom, University of Missouri, natl. exec. secy.; Clifton C. Edom, University of Missouri, advisory council secy. Elections at spring conventions.

NATIONAL ASSOCIATION of CREDIT MEN—Executive offices, 229 Fourth Ave., New York 3, N. Y., J. Allen Walker, Standard Oil Co. of California, pres.; Philip J. Gray, secy. Elections held May.

NATIONAL ASSOCIATION OF GAGWRITERS—Headquarters: P. O. Box 635, Grand Central Station, New York 17, N. Y. George Q. Lewis, director; Fred Pitzer, assoc. dir.; Bill Treadwell, associate.

NATIONAL ASSOCIATION of RADIO and TELEVISION BROADCASTERS—Harold E. Fellows, pres. and chairman of the board; Everett E. Revercomb secy-treas., 1771 N. St., N.W., Washington 6, D. C.

NATIONAL ASSOCIATION of REAL ESTATE EDITORS—Headquarters: 1420 E. Ninth St., Cleveland 14, Ohio. Grady Clay, Louisville (Ky.) Courier Journal, pres.; Jim Chandler, Cleveland (Ohio) Press, secy. Elections held Nov.

NATIONAL ASSOCIATION of SCIENCE WRITERS—Headquarters: 8 Longview Road, Port Washington, N. Y. Mrs. Howard W. Blakeslee, admin. secy.; Milton Silverman, 4 Bassett Lane, Atherton, Calif., pres.; Pierre C. Fraley, Philadelphia (Pa.) Bulletin, secy-treas. Elections held June.

NATIONAL CARTOONISTS SOCIETY—Headquarters Address: 140 W. 57th St., New York. Harry Devlin, pres.; Carl Rose, secy. Elections held February.

NATIONAL CONFERENCE of BUSINESS PAPER EDITORS—Headquarters Address: 205 East 42nd Street, New York 17, N. Y. Walter R. Browder, American Builder, pres.

NATIONAL CONFERENCE OF EDITORIAL WRITERS—Robert Kennedy, editor of editorial page, Chicago (Ill.) Sun-Times, chairman; M. Carl Andrews, Roanoke (Va.) World-News, secy. Elections held Oct.

NATIONAL EDITORIAL ASSOCIATION—Headquarters: 606 S. Dearborn St., Chicago 5, Ill. Alfred J. Ball, Woodhaven (N. Y.) Leader Observer, immediate past pres.; Don Eck, exec. secy. & gen. mgr. Elections held June.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—Headquarters: 271 Madison Ave., New York 16, John C. Freeman, pres.; G. A. Frye, Doyle, Kitchen & McCormick, Inc., New York, secy-treas. Elections held May.

NATIONAL NEWSPAPER PROMOTION ASSOCIATION—Headquarters: 75 Fountain Street, Providence, R. I. Ed Templin, Lexington (Ky.) Herald-Leader, pres.; Clifford A. Shaw, Providence (R. I.) Journal-Bulletin, secy-treas.

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION—William O. Walker, Cleveland (Ohio) Call & Post, 2319 E. 55 St., pres.; John Kirkpatrick, East St. Louis (Ill.) Crusader, 1600 Missouri Ave., secy. Elections held June.

NATIONAL PRESS CLUB—John V. Horner, Washington (D.C.) Star, pres.; Bryson Rash, NBC-radio & TV, secy.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, INC.—Headquarters: Box 307, Main P. O., St. Louis 3, Mo.; Arthur L. Witman, St. Louis (Mo.) Post Dispatch, pres.; Charles H. Cooper (Herald-Sun Papers) 114 Leon St., Durham, N. C., secy.

NATIONAL RETAIL DRY GOODS ASSOCIATION—H. G.: 100 W. 31 St., New York 1, N. Y. Richard H. Rich, pres. Elections held Jan.

NATIONAL SALES EXECUTIVES, INC., New York 22, N. Y., 136 E. 57th St., Tel.: MUrray Hill 8-6900, Glenn Fouche, Vice Pres., Parade Publications, Inc., Chicago, chairman of the board; S. L. Goldsmith, Jr., exec. dir.

NEW ORLEANS PRESS CLUB, P. O. Box 493. President, Gabriel M. Gelb (States); vice-president, Howard Jacobs (Times-Picayune).

NEWSPAPER ASSOCIATION MANAGERS, INC.—Headquarters: c/o Vern Scofield, Nebraska Press Assn., 129 N. 9th, Lincoln, Neb., pres.; William Oertel, Ohio Newspaper Assn., 196 S. High St., Columbus, Ohio, secy-treas. Next election Aug., 1958.

NEWSPAPER PERSONNEL RELATIONS ASSOCIATION—C. Duncan Bauman, St. Louis (Mo.) Globe-Democrat, pres.; William Forrester, Pittsburgh (Pa.) Press, secy-treas.

NEWSPRINT SERVICE BUREAU, INC.—Headquarters: 342 Madison Ave., New York 17, N. Y. Arthur G. Wakeman, Coosa Pines, Ala., pres.; Charles F. Honeywell, secy. Elections held Feb.

OVERSEAS PRESS CLUB OF AMERICA—Headquarters: 35 E. 39th St., New York. Cecil Brown, pres.; Will H. Yolen, secy.

OVERSEAS WRITERS—Richard Harkness, National Broadcasting Co., pres. Elections held Dec.

PUBLIC RELATIONS SOCIETY OF AMERICA, INC.—2 W. 46th St., New York 36, N. Y. Dan J. Forrestal, Monsanto Chemical Co., St. Louis, Mo., pres.; Carroll R. West, Title Insurance and Trust Co., Los Angeles, Calif., secy; (Mr.) Shirley D. Smith, exec. dir., New York.

QUILL and SCROLL SOCIETY—Headquarters: School of Journalism, State University of Iowa, Iowa City, Iowa. George H. Gallup, American Institute of Public Opinion, Princeton, N. J., chairman of the board; Lester G. Benz, School of Journalism, State University of Iowa, exec. secy. Elections held July.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, THE—Headquarters: c/o Rob Downey, Radio Station WKAR, Michigan State University, Box 790, East Lansing, Mich., exec. secy.; Jack Krueger, WTMJ, Milwaukee, Wis., pres. Elections held Nov.

RELIGIOUS NEWSWRITERS ASSOCIATION—Caspar Nannes, Washington (D. C.) Star, pres. Elections held April, May or June, every second year. Next election, 1958.

SIGMA DELTA CHI PROFESSIONAL JOURNALISTIC FRATERNITY—Headquarters address: 35 East Wacker Drive, Chicago 1, Ill. Robert Cavagnaro, Associated Press, San Francisco, Calif., pres.; E. W. Scripps II, Rocky Mountain News, Denver, Colo., secy. Elections held Nov.

SOCIETY OF BUSINESS MAGAZINE EDITORS—Richard H. Morris, Plant Engineering, pres.; William A. Phair, Hardware Age., secy-treas. Elections held November.

SOCIETY OF MAGAZINE WRITERS, 520 Fifth Ave., New York 36, N. Y., Jack Harrison Pollack, pres.; Beatrice Schapper, corr. secy. Elections held Dec.

SWIMMING WRITERS ASSOCIATION OF AMERICA, THE—New Haven, Conn. Louis G. Black (Associated Press, New Haven), pres.; Charles Loftus, Yale University, corresponding secretary.

THETA SIGMA PHI, The National Professional Fraternity for Women in Journalism—National Headquarters: Box 7519, University Station, Austin 12, Texas. Caldwell Meyer, executive secretary; Mrs. Oakley Maxwell, Seattle, Wash., pres. Elections held June.

UNITED NATIONS CORRESPONDENTS ASSOCIATION—Headquarters: Press Section, Room 400, United Nations, N. Y. Bruce W. Munn, United Press, pres.; Peter J. Wallenberg, N. Y. News, secy. Elections held Dec.

WHITE HOUSE CORRESPONDENTS ASSOCIATION—Francis M. Stephenson, New York Daily News, pres.; Paul Wooton, New Orleans Times-Picayune and Chilton Publications, secy-treas. Elections held March.

WHITE HOUSE NEWS PHOTOGRAPHERS ASSOCIATION—Henry Burroughs, A. P.; pres.; George Tames, New York Times, secy. Elections held January.

WOMEN'S NATIONAL PRESS CLUB—Headquarters: 1367 National Press. Bldg., Washington 4, D. C., Gladys T. Montgomery, McGraw-Hill Magazines, pres.; Annette Culler, Fairchild Publications, secy.; L. K. Knight, exec. secy.

WORLD TRADE WRITERS ASSOCIATION—Jerome Celbaum, Journal of Commerce, pres.; Peter F. Greene, Exporters' Digest, vice pres.; Jacqueline Erickson, Export Trade and Shipper, secy-treas.

CITY, STATE AND REGIONAL

ALLIED DAILY NEWSPAPERS OF WASHINGTON—Headquarters: 201 Rockway-Leland Building, Olympia, Wash. John Edinger, publisher, Centralia-Chehalis Chronicle, pres.; Lew Selvidge, secy-mgr. Elections held January.

ARIZONA NEWSPAPERS ASSOCIATION—Headquarters: 318 E. Polk St., Phoenix. (Mrs.) Kitty Smith, exec.-secy.; Clayton Smith, Tombstone Epitaph, pres.; Sig H. Atkinson, Chandler Arizonian, secy.-treas. Elections held January.

ASSOCIATED DAILIES of CONNECTICUT—Carter H. White, Meriden Record, pres.; E. Bartlett Barnes, Bristol Press, secy. Elections held Winter meeting.

ASSOCIATED PRESS NEWS EXECUTIVES OF CALIFORNIA AND NEVADA—Headquarters address: Home newspaper of chairman. Until June, 1958, Oscar Liden, San Jose Mercury, chairman; Al Bodi, Palo Alto, secy-treas. Elections held June.

ATLANTIC CITY, N. J., PRESS CLUB—Samuel Winett, Editorial Editor, Atlantic City Press, pres.

BALTIMORE PRESS PHOTOGRAPHERS ASSOCIATION, INC.—P. O. Box 1064, Baltimore 3, Md. Fred Hohenstein, pres.; James Kelmartin, News-Post, secy.

BLUE PENCIL CLUB of OHIO—Headquarters: School of Journalism, Ohio State University, Columbus 10, Ohio. Don Beattie, Ashland Times Gazette, pres.; F. W. Maguire, School of Journalism, Ohio State University, secy-treas. Elections held May.

BOSTON PRESS CLUB—40 Boylston St. Alfred J. Monahan, Globe, pres.; James F. Smith, AP, secy. Elections held Oct.

BOSTON POLICE REPORTERS ASSOCIATION—Edward A. Costello, Boston (Mass.) Globe, pres. Elections held Nov.

BOSTON PRESS PHOTOGRAPHERS ASSOCIATION, INC.—P. O. Box 122, Boston, Mass. Richard Thomson, Boston Sunday Advertiser, pres.; Alan F. Lydiard, John Hancock Life, secy.

CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters: 809 Pacific Electric Bldg., 610 S. Main St., Los Angeles 14, Calif. Eugene C. Bishop, Peninsula Newspapers, Inc., Palo Alto, pres.; A. W. Bramwell, Chico Enterprise Record, secy-treas.

CARIBBEAN PRESS ASSOCIATION—Edward L. Cozier, Caribbean Commission, pres.; R. L. Boyle, The West Indian, Grenada, B.W.I., secy. Elections held Nov. every three years.

CHARLESTON, W. VA., PRESS CLUB—Headquarters: 914 Kanawha Blvd. E. Eugene H. Brown pres.; Willa Gentry, secy. Elections held Dec.

CHICAGO CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Headquarters: Suite 521, 360 N. Michigan Ave., Chicago 1. Charles L. Healy, O'Mara & Ormsbee, Inc., 211 N. LaSalle St., Chicago 1, Ill., pres.; Wm. W. Sauerberg, Ward-Griffith Co., 400 N. Michigan Ave., secy. & asst. treas.; Miss Agnes M. Beck, exec. secy. Elections held June.

CHICAGO PRESS CLUB—Frank Smith, Sun-Times, pres. Elections held December.

CHICAGO NEWSPAPER PUBLISHERS' ASSOCIATION—Russ Stewart, Chicago Sun-Times, pres.; Arthur E. Hall, Chicago Daily News, vice-pres.; C. E. McKittrick, Chicago Tribune, treasurer; John F. O'Keefe, secretary. Elections held annually, second Monday in May.

CHICAGO PRESS PHOTOGRAPHERS ASSOCIATION—Carmen Reporto, Chicago (Ill.) Sun-Times, pres.; Charles E. Knoblock, Associated Press, secy.

CLEVELAND, OHIO, PRESS CLUB—Headquarters: 1026 Walnut Ave. (14). Howard Beaufait, pres.; Mrs. Barbara Reinker, secy. Elections held Oct.

COLUMBUS, OHIO, PRESS CLUB—Harold V. Carlisle, Ohio State Journal, pres.

CONNECTICUT DAILY NEWSPAPERS ASSN. INC.—Bristol, Conn. Carter H. White, Meriden Record-Journal, pres.; E. Bartlett Barnes, Bristol Press, secy., Annual Meeting in Mar.

CONNECTICUT EDITORIAL ASSOCIATION—Headquarters: U-61, Storrs, Conn. Carlton Hill, New Canaan Advertiser, pres.; John H. Gleason, executive secretary, U-61, Storrs, Conn. Elections held June.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

COUNCIL on COMMUNICATIONS RESEARCH—Headquarters: School of Journalism, University of Wisconsin, Madison 6. Bruce H. Westley, chairman, University of Wisconsin. Elections held Aug. 31st.

DALLAS PRESS CLUB—Bert Holmes, Dallas Times Herald, pres.; Helen Hankins, International News Service, secy.

DELAWARE VALLEY INDUSTRIAL EDITORS—Philip M. Lind, editor, Rohm & Haas Co., 222 W. Washington Sq., Philadelphia 6, Pa. Elections held May.

DETROIT CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Edwin Charney, The Branham Co., pres.; Stanley Cloutier, Story, Brooks & Finley, Inc., secy.

DETROIT NEWSPAPER PUBLISHERS ASSOCIATION—William H. Mills, manager, Detroit Times, Detroit 31, Mich.; Robert C. Butz, exec. secy., 525 Book Bldg., 1249 Washington Blvd., Detroit 26, Mich.

FEDERATION of CANADIAN ADVERTISING and SALES CLUBS—Headquarters address: Suite 31, Sheraton Mount Royal Hotel, Montreal, Que.; William Hamilton, M. P., Federation, exec. dir.

FLORIDA DAILY NEWSPAPER ASSOCIATION—Central Office, 337 Stadium, University of Florida School of Journalism and Communications, Gainesville, Fla. Joseph F. Smiley, Tampa Daily Times, pres.; John Paul Jones, University of Florida School of Journalism and Communications, secy-mgr. Elections held May.

FLORIDA SOCIETY of EDITORS—Malcolm B. Johnson, Tallahassee Democrat, pres.; William G. Wiley, St. Petersburg Independent, secy. Elections held April.

FORT WAYNE PRESS CLUB—Headquarters: Van Orman Hotel, Fort Wayne, Ind.

FOURTH ESTATE SQUARE CLUB OF PHILADELPHIA (composed of newspapermen of Masonic Fraternity)—Headquarters Address: 1736 Spring Garden St., Philadelphia, Pa. James E. Lee, pres.; Carl Wilson, secy. Elections held Dec.

GALVESTON PRESS CLUB—Headquarters: Pleasure Pier, Galveston, Tex.

GRIDIRON CLUB OF WASHINGTON, D. C.—Benjamin M. McKelway, Washington (D.C.) Star & pres. of AP, pres.; Lyle C. Wilson, UP, secy.

HOUSTON PRESS CLUB—Headquarters: Suite 117, Rice Hotel, Houston, Tex. Al Collins, Chronicle, pres.; Isabel Brown, Post, secy.

IDAHO ALLIED DAILIES, INC.—E. F. McDermott, Idaho Falls Post-Register, pres.; James L. Brown, Statesman Newspapers, Boise, Idaho, secy. Elections held November.

ILLINOIS AP BROADCASTERS ASSOCIATION—Ted Fairburn, WLDS, Jacksonville, chairman; William Ellison, WHBF, Rock Island, vice chairman.

ILLINOIS DAILY NEWSPAPER MARKETS—George H. Williams, gen. mgr., 536-38 Fulton St., Peoria, Ill. Burrell Small, Kankakee Daily Journal, pres.; Lake Nelson, Kewanee Star-Courier, secy-treas. Elections held June.

INDIANA DEMOCRATIC EDITORIAL ASSOCIATION—John D. Scott, Shelbyville, Ind., pres.; Eleanor P. Jamison, Sullivan, Ind., secy. Elections held Aug. and take effect following Jan. 1.

INDIANAPOLIS PRESS CLUB—Headquarters: Indianapolis State Teachers Assn. Bldg., Mounment Circle. Ed Cotton, Indianapolis Star, pres.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION—Henry Willis, Steuben Republican Angola, pres.; Stephen C. Noland, Indianapolis, secy.

INNER CIRCLE, New York City—Dominic Pelasco, Daily News, pres.; Thomas Furey, World-Telegram & Sun, secy.

IOWA ASSOCIATED PRESS MANAGING EDITORS—E. A. Streit, Clinton Herald, pres.

JACKSON PRESS CLUB, Jackson, Mississippi—Jimmy Ward, pres.; Robert Webb, secy-treas.

KANSAS DAILY ADVERTISING MANAGERS ASSOCIATION—Harvey L. Buckley, Atchison Daily Globe, pres.; Jim Barnhill, Great Bend Daily Tribune, vice pres.

LEGISLATIVE CORRESPONDENTS ASSOCIATION, Albany, N. Y.—Warren Weaver, Jr., The New York Times, pres.; John C. Crary, New York Bedbook, secy.

LOS ANGELES CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Headquarters: c/o The Branham Company, 6399 Wilshire Blvd. H. James Thacker, Western Dailies, 1330 Wilshire Blvd., pres.; Briscoe Davis, The Branham Co., 6399 Wilshire Blvd., secy-treas. Elections held September.

LOS ANGELES PRESS CLUB, GREATER—Headquarters: 3400 Wilshire Blvd., Los Angeles. Humphrey Owen, L.A. Times, pres.; Betty Voight, Newsweek, secy.; Spencer B. Kurtz, mgr.

LOUISIANA DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Nathan Bolton, publisher, Bastrop Enterprise, pres.; C. P. Liter, gen. mgr., Baton Rouge State-Times and Advocate, secy-treas. Elections held April in odd-numbered years.

MAGAZINE PUBLISHERS ASSOCIATION OF CANADA—E. C. Prince, Liberty, Toronto, pres.; R. G. Scott, Maclean-Hunter Publishing Co. Ltd., Toronto, secy.; L. M. Hodgkinson, Canadian Home Journal, Magazine Advertising Bureau of Canada, chairman.

MAINE DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Robert B. Beith, Portland Press-Herald, pres.; Quentin A. Whittier, Lewiston Sun-Journal, secy-treas. Elections held Jan.

MIAMI PRESS PHOTOGRAPHERS ASSOCIATION—Headquarters: P. O. Box 3595, Miami, Fla. Bernard Nudleman, WTVJ, pres.; Cris Hanson, Miami Beach News Bureau, secy. Elections held May.

MICHIGAN LEAGUE OF HOME DAILIES—James L. Slattery, Mt. Pleasant Times-News, pres.; Kenneth R. Peterson, secy. Elections held Jan.

MID ATLANTIC WEEKLIES—Fred V. Knecht, publisher, Schuylkill Haven Call, pres.; J. E. Holtzinger, publisher, Altoona Mirror, secy.; G. Richard Dew, gen. mgr., Pennsylvania Newspaper Publishers' Association, managing dir.

MIDDLE ATLANTIC NEWSPAPER CONFERENCE—Richard Dew, mgr., Pennsylvania Newspaper Publishers Association, chairman; W. Melvin Street, exec. secy., New York State Pub. Assn., secy-treas.

MIDWEST TRAVEL WRITERS ASSOCIATION—Charles Collins, Milwaukee Sentinel, pres.; Pearl E. Hafstrom, South Bend Tribune, secy. Elections held Feb.

MILWAUKEE PRESS CLUB—125 E. Wells St., Milwaukee 2, Wis., Frank J. Marasco, Milwaukee Sentinel, pres.; Frank H. Taylor, Wis. Telephone Co., secy.; Charles C. Benson, manager. Elections held January.

MINNESOTA EDITORIAL ASSOCIATION—C. W. Meyer, Detroit Lakes Tribune, pres.; Ralph W. Keller, 635 Palace Bldg., Minneapolis 1, Minn., secy-mgr. Elections held Feb.

MISSOURI ASSOCIATED DAILIES—Chas. E. Watkins, Chillicothe Constitution-Tribune, pres.; William C. Tucker, Warrensburg Star-Journal, secy. Elections held January.

NEBRASKA ASSOCIATED PRESS NEWSPAPER MEMBERS—Larry Becker, Lincoln Star, pres.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION, THE—Richard C. Steele, Worcester (Mass.) Telegram-Gazette, pres.; Stanley T. Black, Pawtucket (R. I.) Times, secy.; Frank E. Phillips, 120 Front St., Worcester, Mass., mgr. Elections held May.

NEW ENGLAND SOCIETY of NEWSPAPER EDITORS—Carl E. Lindstrom, Hartford (Conn.) Times, pres.; William W. Voaburgh, Jr., Waterbury (Conn.) Republican and American, secy. Elections held Dec.

NEW JERSEY LEGISLATIVE CORRESPONDENTS' CLUB—Trenton, N. J. Franklin Gregory, Newark Star-Ledger, pres.; Christopher F. Messerschmitt, secy.

NEW ORLEANS PRESS CLUB—Headquarters: Variety Club. Committee members, Gabriel Gelb, States; Howard Jacobs, Times-Picayune.

NEWSPAPER CRAFTSMEN of NEW YORK—Horace Therion, pres.; John V. Colon, Long Island Star-Journal, secy. Elections held Nov.

NEWSPAPER CREDIT MANAGERS' ASSOCIATION (NEW YORK)—Headquarters: 230 W. 41st St., New York 36, N. Y. Frank A. Dreiss, New York World-Telegram and Sun, chairman; Ruth Wallace, New York Herald Tribune, treas. Elections held Dec.

NEWSPAPER REPORTERS ASSN. OF N. Y. C.—Hotel Shelburne, Rm. 207, 37 St. & Lexington Ave.; Arthur Rosenfeld, New York Post, pres.; Edward McCarthy, United Press, secy.

NEW YORK ASSOCIATED DAILIES—William M. Kessler, Gloversville, Leader-Herald, secy. Elections held February.

NEW YORK CHAPTER, BASEBALL WRITERS ASSOCIATION of AMERICA—Joe Trimble, chairman; Barney Kremenko, secy-treas., Waldorf-Astoria Hotel, New York, N. Y. Elections held Nov.

NEW YORK DRAMA CRITICS CIRCLE—Whitney Bolton, Morning Telegraph, pres.; George Freedley, Theatre USA Editor, Theatre Arts, secy. Elections held October.

NEW YORK FINANCIAL WRITERS' ASSOCIATION, INC.—P. O. Box 483, Times Square Station, New York 36, N. Y. Raymond L. Hoadley, pres.; Max W. Stabler, exec. secy.

NEW YORK FOOTBALL WRITERS ASSOCIATION—Oscar Fraley, United Press, pres.; Til Ferdenzi, New York Journal-American, secy.

NEW YORK HOCKEY WRITERS ASSOCIATION—Headquarters: Madison Square Garden, N. Y. Jim Burchard, New York World-Telegram & Sun, pres.; Dave Anderson, New York Journal-American, secy-treas.

NEW YORK NEWSPAPER WOMEN'S CLUB—Guin Hall, New York Herald Tribune, pres.

NEW YORK STATE PUBLISHERS ASSOCIATION—Clifford J. Nuhn, Poughkeepsie New Yorker, pres.; Fritz S. Updike, Rome Sentinel, secy-treas.; W. Melvin Street, Journalism Center, Syracuse University, Syracuse 10, N. Y., gen. mgr. Elections held Sept.

NEW YORK STATE SOCIETY of NEWSPAPER EDITORS—Thomas J. Berrigan, Niagara Falls Gazette, pres.; Robert D. Murphy, Syracuse University School of Journalism, Syracuse 10, N. Y., exec. secy. Elections held Aug.

NORTH CAROLINA ASSOCIATED PRESS CLUB—Headquarters: Associated Press Bureau, Charlotte, N. C. Paul Hassell, secy. Elections held Jan.

NORTH CAROLINA ASSOCIATED PRESS NEWS COUNCIL—Dick Young, Jr., Charlotte (N. C.) News, pres.

NORTH CAROLINA ASSOCIATION of AFTERNOON DAILIES, INC.—Lynn Nisbet, mgr.; Miss Lucile Harris, Raleigh, N. C., treasurer.

OHIO LEGISLATIVE CORRESPONDENTS ASSOCIATION—Headquarters: Press Room, State House, Columbus. Hal Conefry, Columbus, O., pres.; Robert Vincent, Columbus, O., secy. Elections held January of odd numbered years.

OHIO NEWSPAPER ASSOCIATION—Headquarters: 198 So. High St., Columbus 15. G. Gordon Strong, Brush Moore Newspapers, pres.; Roger H. Ferger, Cincinnati Enquirer, chairman of board; William J. Oertel, exec. dir. Elections held Feb.

OHIO NEWSPAPER WOMEN'S ASSOCIATION—Mary Ellen Wolfe, Dayton Journal Herald, pres.; Mrs. Helen Geib Fry, Wadsworth, exec. secy. Elections held October.

OMAHA PRESS CLUB—Headquarters: Sheraton-Fontenelle Hotel, Omaha, Neb. John S. Savage, World Herald, pres.

OMAHA PRESS PHOTOGRAPHERS CLUB—Headquarters: Sheraton-Fontenelle Hotel, Omaha, Neb. John S. Savage, World Herald, pres.

ONTARIO PROVINCIAL DAILIES ASSOCIATION—J. P. Dawdy, Welland Tribune, pres.; Harry Ludwig, Welland Tribune, secy-treas. Elections held February.

OREGON NEWSPAPER PUBLISHERS ASSOCIATION, INC.—C. L. McKinley, Junction City Times, pres.; Carl C. Webb, Journalism Bldg., Eugene, secy-mgr. Elections held June.

OREGON PRESS CONFERENCE—Wm. M. Tugman, Port Reedsport Umpqua Courier, chairman; Carl C. Webb, School of Journalism, University of Oregon, Eugene, Ore., secretary. Elections held February.

PACIFIC NORTHWEST NEWSPAPER ASSOCIATION—M. J. Frey, Portland Oregonian, pres.; A. G. Llewellyn, secy., Rm. 609, 806 S.W. Broadway, Portland 5, Ore. Elections held January.

PACIFIC SLOPE NEWSPAPERS, INC.—Headquarters: 236 Communications Bldg., University of Washington, Seattle 5, Wash. William L. Blizzard, Oswego (Ore.) Review, pres.; John Nelson, Springfield (Ore.) News, secy.; C. B. Lafromboise, Seattle, Wash., mgr. Elections held Sept. or Oct.

PENNSYLVANIA LEGISLATIVE CORRESPONDENTS' ASSOCIATION—Headquarters: Capitol News Room, P. O. Box 274, Harrisburg, Pa. Burton W. Siglin, United Press, pres.; Morris E. Swartz, Supervisor of Capitol Newsroom, secy-treas. Elections held Jan. 1959 for two years.

PENNSYLVANIA NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters: 2717 N. Front St., Harrisburg, Pa. David M. Turner, Towanda Review, pres.; Richard A. Swank, Duncannon Record, secy-treas.; G. Richard Dew, Harrisburg, gen. mgr. Elections held Oct.

PENNSYLVANIA SOCIETY OF NEWSPAPER EDITORS—Headquarters: 2717 N. Front St., Harrisburg, Pa. George A. Scott, Clearfield Progress, pres.; Mary E. Durbin, Brockway Record, secy-treas. Elections held May.

PHILADEPHIA PRESS PHOTOGRAPHERS ASSOCIATION—Howard Shivers, Camden Courier-Post, pres. and chmn. of board; Samuel Psoras, Philadelphia Daily News, secy. Elections held June.

PHILADELPHIA RECORD OLD-TIMERS—H. T. Craven, dramatic critic, 321 So. 18th St., Philadelphia, president; Thomas P. O'Neil, Public Relations, Penna. Mfr's. Ass'n; Harry Bewley, 323 Park Ave., Swarthmore, Pa., secretary; Frank W. Short, City Hall, chairman, board of directors.

PHILADELPHIA SPORTS WRITERS ASSOCIATION—Russell Green, United Press, pres.; Eugene Courtney, Philadelphia Inquirer, secy. Elections held February.

PITTSBURGH PRESS PHOTOGRAPHERS ASSOCIATION—Penn-Sheraton Hotel, Pittsburgh, Pa.: Charles Stusbgen, Pittsburgh Post Gazette, pres.; Edwin Morgan, Pittsburgh Sun Telegraph, secy. Elections held Nov.

PORTLAND (OREGON) PRESS CLUB—Herman Edwards (Oregonian), pres.

PUBLISHERS' ASSOCIATION of NEW YORK CITY—Headquarters: 1475 Broadway, New York 36, N. Y. C. C. Lane, The New York Times, chmn.; William Mapel, pres.; Warren D. Chandler, secy.

PUBLISHERS' BUREAU of NEW JERSEY, INC.—Raymond-Commerce Bldg., Newark 2, N. J. David J. Winkworth, mgr.; James J. McMahon, (Union City) Hudson Dispatch, chairman. Elections held November.

RICHMOND, VIRGINIA PRESS CLUB—Hotel Jefferson, Richmond. Bill Thompson, Jr., WRVA-TV News, pres. (600 members)

SAN FRANCISCO CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—D. Garry Lewis, Ridder-Johns, Inc., pres.; Lee Wilson, Kelly-Smith, Inc., secy.; Harry Spoon, Westholliday, Inc., treas. Elections held June.

SAN FRANCISCO PRESS & UNION LEAGUE CLUB—555 Post St., Edward S. Montgomery, San Francisco Examiner, pres.; (3,400 members); Eric Cullenward, public relations, secy.

SOCIETY OF THE SILURIANS—Joseph M. Guilfoyle, Wall Street Journal, pres.; Alden D. Stanton, exec. secy., 12 E. 41st St., New York 17, N. Y.

SOUTHEASTERN PENNSYLVANIA NEWSPAPER ASSOCIATION—Headquarters: William E. Strasburg, Ambler Gazette, pres.; Richard G. Taylor, Kennett Square News & Advertiser, secy. Elections held December.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—Millard Cope, Marshall (Tex.) News Messenger, pres.; James L. Knight, Miami (Fla.) Herald & Charlotte Observer (N. C.), chmn. of board; Tom Tanner, Chattanooga, Tenn., secy-mgr. Elections held Nov.

SOUTHWEST KANSAS EDITORIAL ASSOCIATION—David H. Clymer, Rush County News, La Crosse, Kans., pres.; Karl Pickerit, Peabody, secy.

SYRACUSE PRESS CLUB—Headquarters: Hotel Onondaga, Syracuse, N. Y. Claude Parton, pres.

TENNESSEE PRESS SERVICE, INC.—Guy Easterly, Press, La Follette, Tenn., pres.; Glenn E. McNeil, secy-treas-manager, University Station, Knoxville, Tenn. Elections held June.

TEXAS DAILY NEWSPAPER ASSOCIATION—Headquarters: 803 Lovett Blvd., Houston. S. B. Whittenburg, Amarillo Globe-News & Times, pres.; John H. Murphy, exec. dir., TDNA, Houston.

TOPEKA PRESS CLUB—Headquarters Address: Capper Building, 8th and Jackson, Topeka, Kan. Charles Pearson, Capital, pres.; Elon M. Torrence, Associated Press, secy-treas.

TORONTO MEN'S PRESS CLUB—99 Yonge St., Toronto, Ont., Canada. Fred McClement, Star, pres.; James Hunt, secy-treas.; G. L. Hardy, mgr. Elections held October.

UNITED PRESS NEWSPAPER EDITORS of MASSACHUSETTS, Boston, Mass. Joseph Meszler, Brockton Enterprise-Times, pres.

UTICA PRESS CLUB—Headquarters: Hotel Hamilton, Utica, N. Y.

WASHINGTON NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters: 236 Communications Bldg., University of Washington, Seattle 5. Bruce A. Wilson, Omak Chronicle, pres.; Vernon Peterson, Cle Elum Miner-Echo, secy.; C. B. Lafromboise, 236 Communications Bldg., University of Washington, Seattle 5, mgr.

WASHINGTON PUBLISHERS ASSOCIATION, 1317 F Street, N.W., Washington, D. C.—Theodore A. Serrill, exec. dir.

WISCONSIN DAILY NEWSPAPER LEAGUE—Headquarters Address: 212 4th St., Racine, Wis. Wm. F. Hoffman, Wis. Rapids Tribune, pres.; Harry R. LePoidevin, Journal-Times, Racine, secy-treas. Elections held Dec. 2.

ADVERTISING

ADVERTISING ASSOCIATION OF THE WEST—Headquarters address: 425 Bush St., San Francisco 8, Calif. Charles W. Collier, executive vice-pres.

ADVERTISING CLUB OF NEW YORK—Robert M. Gray, adv. mgr., Esso Standard Oil Co., pres.

ADVERTISING FEDERATION OF AMERICA—Headquarters: 250 W. 57 St., New York 19, N. Y. Robert M. Feenster, Wall Street Journal, 44 Broad St., New York 4, N. Y., chmn. exec. comm.; C. James Proud, pres. & gen. mgr.

ADVERTISING MANAGERS ASSOCIATION of the OHIO SELECT LIST—J. R. Harris, Piqua Daily Call, pres.; Gail Audrey, Zanesville Times Recorder, 1st vice pres.

ADVERTISING MANAGERS ASSN. OF WISCONSIN DAILY NEWSPAPERS—Kenneth E. Davis, Appleton Post Crescent, pres.

ADVERTISING MANAGERS BUREAU, NEW YORK STATE DAILIES—Headquarters Address: Journalism Center, Syracuse University, Syracuse 10, New York. Charles R. Comstock, pres.; Robert J. Arnold, treas.; Howard W. Palmer, exec. secy. Next meeting May, 1958, Boston.

ADVERTISING NEWS ASSOCIATION, INC. (THE), NEW YORK, N. Y.—Robert B. McIntyre, adv. news editor of Editor & Publisher, pres.

ADVERTISING SPECIALTY NATIONAL ASSOCIATION—Headquarters: 1145 19th St., Washington 6, D. C. Harry J. Friedman, Ready Reference Publishing Co., New York, N. Y., pres.; Ralph B. Thomas, Wash., D. C., exec. dir. Elections held Aug.

ADVERTISING RESEARCH FOUNDATION—Dr. W. H. Wulfeck, William Esty Co., Inc., bd. chmn.; Ben R. Donaldson, Ford Motor Co., vice-chair.; Arno H. Johnson, J. Walter Thompson Co., treas.

ADVERTISING TYPOGRAPHERS ASSOCIATION of AMERICA, INC.—461 Eighth Ave., New York 1, N. Y. Harvey Willens, George Willens & Co., 1548 Porter St., Detroit, Mich., pres.; Walter A. Dew, Jr., exec. secy. Elections held Oct.

ADVERTISING WOMEN of NEW YORK, INC.—Headquarters: The Barbizon, 140 E. 63rd St., New York 21, N. Y. Harriet Raymond, Celanese Corp. of America, 180 Madison Ave., pres.; Ruth Harms, exec. secy. Elections held May.

AMERICAN ASSOCIATION of ADVERTISING AGENCIES—Headquarters: c/o Frederic R. Gamble, A.A.A.A., 420 Lexington Ave., New York 17, pres.; Melvin Brorby, of Needham, Louis and Brorby, Inc., board chmn.; Ross H. Ryder, Ryder & Chleyer, Inc., secy-treas. Elections held April.

ART DIRECTORS CLUB of DETROIT—c/o J. Walter Thompson Co., 2130 Buhl Bldg., Detroit 26, Mich., Warren Kemp, J. Walter Thompson Co., pres.; Charles Dickensen of McManus, John, & Adams, Inc., secy. Elections held July.

ASSOCIATION of CANADIAN ADVERTISERS, INC.—Headquarters: 701 Federal Bldg., Toronto 1, Ont. T. M. Atkinson, Advertising Dept. Mgr., du Pont Co. of Canada (1956) Ltd., pres.; B. E. Legate, Assn. of Canadian Advertisers, Inc., gen. mgr. & secy. Elections held May.

ASSOCIATION of INTERNATIONAL ADVERTISING AGENCIES—Headquarters: 405 Lexington Ave., New York 17, N. Y. Robert H. Otto, Robert Otto & Co., Inc., pres.; Miss Rose Lowe, Quinn-Lowe, Inc., vice-pres.; Joseph W. Madden, National Export Advertising Service, Inc., secy-treas. Elections held Sept.

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ASSOCIATION OF BETTER BUSINESS BUREAUS, INC.

ASSOCIATION OF BETTER BUSINESS BUREAUS, INC. (New York 17, N. Y.)—723 Chrysler Bldg., Victor H. Nyborg, full-time president; Tel. MU 4-5880.

AKRON 8, OHIO—Mr. John L. O'Brien, Pres., B. B. B. of Akron, Inc., 5 East Buchtel Building; Tel. Jefferson 5-6156-0971.

ALBUQUERQUE, NEW MEXICO—Lee E. Roeder, Mgr., B. B. B. of New Mexico, Inc. P. O. Box 1687; Room 237, Korber Bldg. Tel. 2-5001.

AMARILLO, TEXAS—Mr. Tristram Coffin, Jr., Sec'y.-Mgr., B. B. B. of Amarillo, Inc., 320 Blackburn Building; Tel. Drake 4-3735.

ATLANTA, GEORGIA—Mr. James W. Stephens, Mgr., B. B. B. of Atlanta, Inc., 212 Healey Bldg., Tel. Jackson 4-8636.

AUSTIN 1, TEXAS—Mr. H. A. Bergquist, Mgr., B. B. B. of Austin, 502 Nalle Building; Tel. Gr 6-8437.

BAKERSFIELD, CALIFORNIA—Mr. Harold E. Wadman, Mgr., B. B. B. of Bakersfield Area, 3014 "L" St., Tel. 7-0719.

BALTIMORE 1, MARYLAND—Mr. Edwin M. Lockard, Gen. Mgr., B. B. B. of Baltimore, Inc., 200 West Saratoga Street; Tel. Mulberry 5-6986.

BATON ROUGE, LOUISIANA—Mr. J. B. Myers, Mgr., Baton Rouge B. B. B., Inc., 801 Louisiana Nat'l Bank Bldg., Tel. 4-1551-2.

BELOIT, WISCONSIN—Mrs. Phyllis E. Sagen, Gen. Mgr., B. B. B. of Beloit, Inc., 635 Broad St., Tel. Emerson 5-5581-2.

BINGHAMTON, NEW YORK—Frank E. Smith, Mgr., B. B. B. of Binghamton, Inc., 66 Chenango Street; Tel. 4-4334.

BIRMINGHAM 3, ALABAMA—Mr. Robert B. Renwick, Gen. Mgr., B. B. B. of Birmingham, Inc., 919 Woodward Bldg., Tel. Alpine 2-4159-50.

BOSTON 11, MASSACHUSETTS—Mr. Kenneth B. Backman, Mgr., Boston B. B. B., 52 Chauncy Street; Tel. Liberty 2-3038.

BRIDGEPORT, CONNECTICUT—Mr. William L. Hawkins, Mgr., B. B. B., Stratfield Hotel; Tel. ED 5-3145.

BUFFALO 2, NEW YORK—Mr. Harold W. Webber, Mgr., Buffalo B. B. B., Inc., 156 Franklin Street; Tel. Mohawk 4905

CALGARY, ALBERTA, CANADA—Mr. Allan R. Ross, Mgr., B. B. B. of Calgary, 100 Examiner Bldg., Tel. 69-3906.

CHARLOTTE 2, NORTH CAROLINA—Mr. Clarence A. Griffin, Mgr., Charlotte-Piedmont B. B. B. Inc., 510 Wilder Building; Tel. Franklin 7-3033.

CHICAGO 4, ILLINOIS—Mr. Kenneth Barnard, President, Chicago B. B. B., 14 East Jackson Blvd.; Tel. Webster 9-4171.

CINCINNATI 2, OHIO—Mr. George C. Young, President, Cincinnati B. B. B., Inc., 144 West Fourth Street; Tel. Garfield 1-3015-18.

CLEARWATER, FLORIDA—Col. James R. Watkins, Mgr., B. B. B. of Clearwater, Inc., 411 Cleveland Street, Tel. 3-4081.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from Page 349)

ASSOCIATION of NATIONAL ADVERTISERS, INC.—Headquarters Address: c/o Paul B. West, 155 E. 44 St., New York, pres.; Ralph Winslow, Koppers Co., board chmn. Elections held Oct.

BUREAU of ADVERTISING ANPA—Headquarters: 485 Lexington Ave., New York 17, N. Y. Richard L. Jones, Jr., Tulsa (Okla.) Tribune & World, chairman; Robert Moore, acting dir.; Edward C. Raymond, bus. mgr.; 485 Lexington Ave., New York, N. Y. Elections held April.

CALIFORNIA NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION (Northern Division)—Max B. Bales, San Mateo Times, pres.; E. Roger Reeve, Pittsburg Post-Dispatch, vice-pres., Dailies; Wm. C. Babb, Burlingame Advance, vice-pres. (Weeklies); Francis H. Cialini, Salinas Californian, secy-treas.

CALIFORNIA NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION (Southern Division)—Bill Bartlett, San Bernardino Sun-Telegram, pres.; Herb Gulick, South Bay Daily Breeze, Redondo Beach, vice-pres.; James M. Matheny, Newport Harbor News-Press, vice-pres.; Milt Spilberg, Baum-Fleetwood-McRae Newspapers, secy-treas.

CANADIAN ADVERTISING RESEARCH FOUNDATION INC.—Headquarters: 85 Richmond St., W, Toronto 1, Canada. Adrian Gamble, Procter & Gamble Co. of Canada Ltd., Toronto, chairman; B. E. Legate, Association of Canadian Advertisers, Inc., Toronto, secy-treas.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—Elton Johnson, Locke, Johnson & Co. Ltd., pres.; W. H. Reid, Spitzer & Mills Ltd., secy-treas.

FEDERATION of CANADIAN ADVERTISING and SALES CLUBS—Headquarters address: Suite 31, Sheraton Mount Royal Hotel, Montreal, Que.

FINANCIAL PUBLIC RELATIONS ASSOCIATION—Orrin H. Swayze, First National Bank, Jackson, Miss., pres.; Lucy V. David, 231 S. La Salle St., Chicago 4, Ill., secy. Elections held Fall.

FLORIDA NEWSPAPER ADVERTISING EXECUTIVES—Headquarters: P. O. Box 5476, Jacksonville 7. Clarence H. Bracey, secy.; Paul Harris, Clearwater Sun, pres.

IDAHO NEWSPAPER ADVERTISING SERVICE, INC.—P. O. Box 1067, Boise, Idaho. Lyle A. Young, secy-mgr.; Ronald Burke, Salmon, pres. Elections held Jan.

INTERNATIONAL ADVERTISING ASSOCIATION, INC.—George F. Kendall, International General Electric, New York, pres. and chairman of the board; Harold E. Weinholtz, Young & Rubicam, Inc., New York, secy.

KANSAS DAILY ADVERTISING MANAGERS ASSOCIATION (THE)—Roy Thompson, Eldorado Daily Times, pres.; Larry Miller, Kansas Press Assn., secy-treas. Elections held Fall meeting.

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MAGAZINE PUBLISHERS ASSOCIATION of CANADA—21 Dundas Sq., Toronto 1. E. C. Prince, Liberty, Toronto, pres.; R. G. Scott, Maclean-Hunter Publishing Co. Ltd., Toronto 2, secy. Elections held May.

MICHIGAN PRESS ADVERTISING CONFERENCE—Elmer E. White, E. Lansing, secy.

MIDWEST NEWSPAPER ADVERTISING EXECUTIVES' ASSN.—H. L. McKee, adv. dir., Kansas City Kansan; Tams Bixby, Jr., pres., Muskogee (Okla.) Phoenix & Times Democrat, secy-treas. Elections held Sept.

NATIONAL ADVERTISING AGENCY NETWORK—Headquarters: University Club Bldg., St. Louis 8, Mo. Oakleigh R. French, French, Shields & Associates, St. Louis 8, managing dir.; Steering Committee; Frank G. Japha, 730 Freeling Drive, Sarasota, Fla., exec. secy. Elections held April.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—Headquarters: 271 Madison Ave., New York 16, N. Y. John C. Freeman, pres.; G. A. Frye, Doyle, Kitchen & McCormick, Inc., New York City, secy-treas. Elections held June.

NATIONAL SALES EXECUTIVES—Headquarters: 136 E. 57 St., New York 22, N. Y. Tony Whan, Pacific Outdoor Adv., Los Angeles, Calif., bd. chmn.; Robert A. Whitney, (HQ), pres. Elections held June.

NEW ENGLAND NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—George W. McLaughlin, Haverhill (Mass.) Gazette, pres.; Charles G. Iwanicki, Meriden (Conn.) Record-Journal, secy. Elections held Oct.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Headquarters: 417 North Vermillion St., Danville, Ill., Robert C. Pace, secy-treas.; Gilbert P. Swanson, Spokane (Wash.) Spokesman-Review & Daily Chronicle, pres. Elections held Jan.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION of the CAROLINAS—Carl W. Pollock, Charleston (S. C.) Post-News & Courier, pres.; Bob Smith, Gastonia (N. C.) Gazette, secy. Elections held Feb.

OUTDOOR ADVERTISING ASSOCIATION of AMERICA, INC.—Headquarters: 24 West Erie St., Chicago 10, Ill. H. B. Markham, P. O. Box 328, Pocatello, Ida., chairman of board; Fred C. Beseler, P. O. Box 1644, Shreveport 8, La., pres.; Karl L. Ghaster, Jr., 24 West Erie St., Chicago 10, Ill., gen. mgr. Elections held Dec.

PACIFIC NORTHWEST NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Al Brock, Seattle Post Intelligencer, pres.; Harry Lynch, Tacoma News Tribune, secy-treas.; Jack Banks, Bremerton Sun, vice-pres. Elections held May.

PREMIUM ADVERTISING ASSOCIATION of AMERICA, INC.—Headquarters: 527 Lexington Ave., New York 17, N. Y. Gordon C. Bowen, The Premium Service Co. Inc., New York 11, N. Y., pres. Elections held May.

PUBLIC UTILITIES ADVERTISING ASSOCIATION—Headquarters: Ebasco International, Inc., New York 6, N. Y. Sam A. LaFaso, secy.; Robert H. Bridges, The Cleveland Electric Illuminating Co., Cleveland 1, O., pres.

TEXAS NEWSPAPER ADVERTISING MANAGERS ASSOCIATION—J. T. LaRoque, Abilene (Tex.) Reporter-News, pres.

WESTERN DAILY NEWSPAPER ADVERTISING MANAGERS' ASSOCIATION (CANADA)—John T. Howard, Brandon (Man.) Sun, pres.; Allan Phillips, Medicine Hat (Alta.) News, secy-treas. Elections held July 27, 1957.

WESTERN STATES ADVERTISING AGENCIES ASSOCIATION—Headquarters: 730 So. Western Ave., Suite 101, Los Angeles 5, Calif. James K. Speer, Speer Advertising, pres.; Alvin A. Dorian, managing dir.

CIRCULATION

CALIFORNIA CIRCULATION MANAGERS ASSOCIATION—Headquarters address: John H. McCourtney, Oakland Tribune, pres.; James Mackie, San Francisco Call-Bulletin, secy. Elections held Oct.

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CANADIAN CIRCULATIONS AUDIT BOARD, INC:—Headquarters: 701 Federal Building, Toronto 1, Ont. H. G. Dighton, Hydro-Electric Power Commission of Ontario, pres.; J. A. M. Galilee, 701 Federal Bldg., Toronto 1, Ont., general manager and secretary. Elections held February.

CANADIAN CIRCULATION MANAGERS' ASSOCIATION—Headquarters: Roy Middleton, Hamilton (Ont.) Spectator, secy.; W. J. Stewart, St. Thomas (Ont.) Times Journal, pres. Elections held Fall.

CENTRAL STATES CIRCULATION MANAGERS' ASSOCIATION—Ivan Sundberg, St. Paul (Minn.) Dispatch, pres.; C. K. Jefferson, Des Moines (Iowa) Register and Tribune, secy-treas. Elections held March.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—Headquarters: 403 Interurban Bldg., Dallas, Texas. George W. Hicks, Pittsburgh (Pa.) Post-Gazette, pres.; Jack Estes, 403 Interurban Bldg., Dallas, Tex. secy-mgr.

INTER-STATE CIRCULATION MANAGERS ASSOCIATION—Merritt A. Ierley, Passaic-Clifton (N. J.) Herald-News, pres.; Virgil Passio, Tarentum (Pa.) Valley Daily News, secy-treas.; Robert O. Crawford, Harrisburg (Pa.) Patriot-News, convention secy. Elections held Oct.

MICHIGAN PRESS CIRCULATION CONFERENCE, Lansing, Mich.—Charles Westenfeld, Ann Arbor News, chairman, Elmer White, Michigan Press Association, secy.

MID-ATLANTIC CIRCULATION MANAGERS ASSOCIATION—J. E. Inge, Petersburg (Va.) Progress-Index, pres.; James F. Roe, Goldsboro (N. C.) News-Argus, convention secy. Elections held Oct.

MIDWEST CIRCULATION MANAGERS ASSOCIATION—Harry Purdum, Hastings (Neb.) Daily Tribune, pres.; Frank W. Long, Wichita Eagle, Wichita (Kan.), secy-treas.

MISSOURI CIRCULATION MANAGERS' ASSOCIATION—R. E. Long (cm): Vernon Duffy, Mexico Ledger, secy. Elections held May.

NEW ENGLAND CIRCULATION MANAGERS ASSOCIATION—Headquarters: c/o Manuel G. Berman, Worcester Telegram and Gazette, 20 Franklin St., Worcester, Mass., secy-treas.; Haydea T. Davis, Portland (Me.) Press-Herald, Express, Sunday Telegram, pres. Elections held Jan.

NEW YORK STATE CIRCULATION MANAGERS ASSOCIATION—J. Truman Kahler, Rome Sentinel, secy-treas. Elections held October.

NORTHERN STATES CIRCULATION MANAGERS ASSOCIATION—A. E. Meyer, Clinton (Iowa) Herald, pres.; W. R. Schaefer, Marinette (Wis.) Eagle-Star, secy-treas. Elections held April.

OHIO CIRCULATION MANAGERS ASSOCIATION—Francis Dosch, Zanesville Times-Recorder, pres.; Lambert Liddell, Sandusky Register-Star-News, secy-treas. Elections held October.

PACIFIC NORTHWEST INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—E. C. Aitchison, Billings (Mont.) Gazette, pres.; Henry A. Hoskins, Tacoma News-Tribune, secy. Elections held May 12-14.

SOUTHERN CIRCULATION MANAGERS' ASSOCIATION—Headquarters: P. O. Box 568, Chattanooga, Tenn. Wm. R. Cummins, News Journal, Pensacola, Fla., pres.; R. J. Sadderth, Chattanooga (Tenn.) Times, secy. Elections held September.

TEXAS CIRCULATION MANAGERS ASSOCIATION—F. Judd Brennand, El Paso Times & Herald Post, pres.; E. R. Roth, Fort Worth Press, convention secy.; P. F. Fischer, Austin American-Statesman, secy-treas. Elections held Nov.

CLASSIFIED SECTION

ASSOCIATION of NEWSPAPER CLASSIFIED ADVERTISING MANAGERS, INC.—William F. Carr, Philadelphia (Pa.) Bulletin, pres.; Arthur Mochel, Columbus (Ohio) Citizen, secy. Elections held June.

MISSISSIPPI VALLEY CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Harry Binger, Cincinnati (Ohio) Times Star, pres.; Fred Larey, Bloomington (Ill.) Pantagraph, secy. Convention and elections held Feb.

NEW YORK CLASSIFIED ADVERTISING MANAGERS' ASSOCIATION—Daniel L. Lionel, New York Herald Tribune, pres.; Earl DuBois, Bergen Evening Record, secy-treas.

NORTHERN CALIFORNIA CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Bill Hemer, Contra Costa Gazette, Martinez, Calif., pres.; Claude Poore, Santa Rosa Press-Democrat, secy.

SOUTHERN CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Frank Hastings, San Antonio (Tex.) Light, pres.

WESTERN CLASSIFIED ADVERTISING ASSOCIATION—Neola Noell, Las Vegas (Nev.) Review-Journal, secy. Elections held Aug.

MECHANICAL

GREAT LAKES NEWSPAPER MECHANICAL CONFERENCE—Robert C. Nelson, Detroit (Mich.) News, pres.; Don M. Clark, Grand Rapids (Mich.) Press, secy-treas. Elections held Jan.

ILLINOIS NEWSPAPER MECHANICAL CONFERENCE—Headquarters: Hotel Custer, Galesburg, Ill. Wilbur L. Augspurger, Peoria Newspapers, Inc., secy-treas.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS & STEREOTYPERS, INC.—1056 Leader Bldg., Cleveland 14, Ohio. Walter C. Deye, Quality Engraving & Electrotype Co., 436 Commercial Square, Cincinnati 2, Ohio, pres.; Floyd C. Larson (H.Q.), intl. exec. secy-treas. Elections held Oct.

INTERNATIONAL ASSOCIATION of PRINTING HOUSE CRAFTSMEN, INC.—Headquarters: 411 Oak St., Room 307, Cincinnati 19, O. Mr. Pearl E. Gill, exec. secy.; Fred Voiland, Jr., Hall Lithographing Co., 623 Kansas Ave., Topeka, Kans., pres. Elections held Aug.

INTERNATIONAL PHOTO-ENGRAVERS' UNION of NORTH AMERICA—Wilfred T. Connell, Room 1114, Statler Bldg., Boston 16, Mass., pres.; Henry F. Schmal, 3606 Potomac St., St. Louis 16, Mo., secy-treas. Elections held August.

INTERNATIONAL PRINTING PRESSMEN and ASSISTANTS' UNION of NORTH AMERICA—PRESSMEN'S HOME, TENNESSEE—Thomas E. Dunwody, Pressmen's Home, Tenn., pres.; George L. Googe, Pressmen's Home, Tenn., secy-treas.

INTERNATIONAL STEREOTYPERS' & ELECTROTYPERS' UNION—James H. Sampson, Room 615, 205 W. Wacker Dr., Chicago 6, Ill., pres.; Joseph L. O'Neil, 752 Old South Bldg., Boston 6, Mass., secy-treas.

INTERNATIONAL TYPOGRAPHICAL UNION—Headquarters: 2020 North Meridian Street, Indianapolis, Ind. Woodruff Randolph, P. O. Box 430, Indianapolis 6, Ind., pres.; Don Hurd, P. O. Box 730, Indianapolis 6, Ind., secy-treas. Elections held biennially in May.

IOWA DAILY NEWSPAPER MECHANICAL CONFERENCE—Wm. G. Dorrise, Des Moines Register-Tribune, pres.; Paul Kunsler, Clinton Herald, secy.

MID-ATLANTIC NEWSPAPER MECHANICAL CONFERENCE—Headquarters: 2717 N. Front St., Harrisburg, Pa. Co-sponsored by Pennsylvania Newspaper Publishers' Association and New Jersey Press Association. Claude E. Schell, Reading, Pa., Eagle-Times, 1957 chairman; conference director, G. Richard Dew, gen. mgr., PNPA; exhibits chairman, G. Richard Dew.

NATIONAL ASSOCIATION of PRINTING INK MAKERS, INC.—1440 Broadway, New York 36, N. Y. Fred A. Weymouth, Interchemical Corp., Printing Ink Div., 67 West 44th St., New York 36, N. Y., pres.; Herbert Livesey, Jr., (H. Q.), secy.

NEW ENGLAND DAILY NEWSPAPER COMPOSING ROOM EXECUTIVES' ASSOCIATION—Joseph Unsworth, Woonsocket (R. I.) Call, pres.; Lewis R. Greene, Westerly (R. I.) Sun, secy. Elections held May.

NEW ENGLAND NEWSPAPER MECHANICAL EXECUTIVES ASSOCIATION—John P. Sorenson, New Bedford (Mass.) Standard-Times, pres.; Walter C. Crighton, New London (Conn.) Day, secy-treas. Elections held Oct.

PHOTO-ENGRAVERS RESEARCH, INC.—Headquarters: P. O. Box 1099, Savannah, Ga., John G. Ries, American Photo Engraving Co., Philadelphia, pres.; George F. Hoffmann, Dixie Engraving Company, Savannah, secy-treas. Elections held October.

MISCELLANEOUS

ANGLO-AMERICAN PRESS ASSOCIATION OF PARIS—Harold Callender, New York Times, pres.; Eric Hawkins, New York Herald Tribune, Paris, secy. gen.

FOREIGN MEDIA REPRESENTATIVES ASSOCIATION, INC.—Joshua B. Powers, Joshua B. Powers, Inc., 345 Madison Ave., New York, N. Y., pres.

FOREIGN PRESS ASSOCIATION—50 Rockefeller Plaza, Room 609, New York 20. Paul F. Sanders, Het Parool, Amsterdam, pres.; Georges F. Tilge, Agence France-Presse, Paris, secy. gen. Elections held Dec.

MARIA MOORS CABOT AWARDS

These awards were established in 1939 by the Trustees of Columbia University as a memorial to Maria Moors Cabot (1866-1934). Endowed by Dr. Godfrey Lowell Cabot, the prizes are awarded annually for journalistic achievements which advance international friendship in the Western Hemisphere.

To date, the gold medals and plaques have been presented to the following:

ARGENTINA

1939 José Santos Gollan, Sunday editor, La Prensa, Buenos Aires—Gold Medal.
1939 La Prensa of Buenos Aires—Plaque
1943 Luis Mitre, director, La Nación, Buenos Aires—Gold Medal
1943 La Nación of Buenos Aires—Plaque
Presented to Angel Bohigas, subdirector.
1948 Maria Constanza Huergo, La Prensa, Buenos Aires—Gold Medal.
1955 Roberto Jorge Noble, proprietor and director of Clarin, Buenos Aires.
1956 David Michel Torino, proprietor and director of El Intransigente, Salta—Gold Medal.

BOLIVIA

1947 Dr. Carlos Victor Aramayo, president La Razon, La Paz, Bolivia—Gold Medal.
1947 La Razon and La Paz, Bolivia—Plaque.

BRAZIL

1941 Paulo Bittencourt, proprietor and director, Correio da Manha, Rio de Janeiro—Gold Medal
1941 Sylvia Bettencourt, Correio da Manha—Gold Medal
1941 Correio da Manha of Rio de Janeiro—Plaque
1945 Francisco de Assis Chateaubriand Diarios Associados—(Associated Dailies), Rio de Janeiro—Plaque
1948 Orlando Ribeiro Dantas, president, Diario de Noticias, Rio de Janeiro, Gold Medal
1948 Diario de Noticias, Rio de Janeiro—Plaque.
1951 Dr. Almano Cardim, managing director, Jornal de Comercio, Rio de Janeiro—Gold Medal.
1951 Jornal de Comercio, Rio de Janeiro—Plaque.
1953 Belarmino Austregesilo de Athayde, editor, Diario da Noite, Rio de Janeiro—Gold Medal.
1953 Carlos Lacerda, editor and publisher, Tribuna da Imprensa, Rio de Janeiro—Gold Medal.
1954 Danton Jobim, editor-in-chief-Diario Carioca Rio de Janeiro—Gold Medal.
1955 Breno Caldas, director of Correio do Povo, Porto Alegre.
1957 Herbert Moses, director & treasurer, O Globo, Rio de Janeiro—Gold Medal.
1957 O Globo, Rio de Janeiro—Plaque.
O Globo, Rio de Janeiro—Silver Bar to previous plaque. Roberto Marinho, co-proprietor and director, O Globo—Special Citation.

CANADA

1948 Grant Dexter, executive editor, Free Press, Winnipeg (Man.)—Gold Medal.
1948 Free Press, Winnipeg (Man.)—Plaque.

CHILE

1940 Agustin Edwards, publisher, El Mercurio, Santiago—Gold Medal
1940 El Mercurio of Santiago—Plaque
1941 Carlos Dávila, editor, Editor's Press Service, Inc.—Gold Medal
1948 Dr. Alfredo Silva-Carvallo, director, La Union, Valparaiso.
1948 La Union, Valparaiso—Plaque.
1952 Jorge Delano Frederick, cartoonist and editor, Topaze Magazine, Santiago—Gold Medal.
1957 Rene Silva Espejo, asst. editor, El Mercurio, Santiago—Gold Medal.
1957 El Mercurio, Santiago—Plaque.
El Mercurio, Santiago—Silver Bar to previous plaque.

COLOMBIA

1940 Enrique Santos, co-director, El Tiempo, Bogotá—Gold Medal
1940 El Tiempo of Bogotá—Plaque
1947 Dr. Alberto Lleras Camargo, director general. Pan American Union—Gold Medal.
1947 Pan American Union—Plaque.
1952 Dr. Juan B. Fernandez, director, El Heraldo, Barranquilla—Gold Medal.
1954 Gabriel Cano, proprietor, El Espectador, Bogota—Gold Medal.
1956 Roberto Garcia Pena, director, El Tiempo, Bogota—Gold Medal.

COSTA RICA

1944 Repertorio Americano of San José—Plaque
1951 Francisco Maria Nunez, columnist and co-editor, Diario de Costa Rica, San José—Gold Medal.
1951 Diario de Costa Rica, San José—Plaque

CUBA

1941 José Ignacio Rivero, editor and publisher, Diario de la Marina, Havana—Gold Medal
1941 Diario de la Marina of Havana—Plaque
1943 Pedro Cue, proprietor and director, El Mundo, Havana—Gold Medal
1943 El Mundo of Havana—Plaque

ECUADOR

1944 Carlos Mantilla Ortega, subdirector El Comercio, Quito—Gold Medal
1944 El Comercio of Quito—Plaque
1949 Jose Santiago Castillo, manager, Telegrafo, Guayaquil—Gold Medal
1949 El Telegrafo of Guayaquil—Plaque
1953 Ismael Peres Castro, director and manager, El Universo, Guayaquil—Gold Medal.

EL SALVADOR

1944 Jorge Pinto, director, Diario Latino, San Salvador—Gold Medal
1944 Diario Latino of San Salvador—Plaque
Presented to Miguel Pinto, Director

GUATEMALA

1947 Dr. David Vela, director, El Imparcial, Guatemala City—Gold Medal.
1947 El Imparcial, Guatemala City—Plaque.

HONDURAS

1940 Rafael Hilldoro Valle, correspondent in Mexico D. F.—Gold Medal.

JAMAICA

1954 Sidney Gerald Fletcher, managing director, The Daily Gleaner, Kingston—Gold Medal.

MEXICO

1943 Rodrigo de Llano, president and director, Excelsior, Mexico, D. F.—Gold Medal
1943 Excélsior of Mexico, D. F.—Plaque
1946 Miguel Lanz Duret, Jr., president and general manager, El Universal and El Universal Grafico, Mexico City, D. F.—Gold Medal
1946 El Universal and El Universal Grafico, of Mexico City, D. F.—Plaque
1952 Antonio Arias Bernal, cartoonist, Hoy Magazine, Mexico City, D. F.—Gold Medal.
1956 Jesus Alvarez del Castillo, founder, El Informador, Guadalajara—Gold Medal.

PANAMA

1944 Albert Victor McGeachy, editor, Star and Herald, Panama City—Gold Medal
1944 Star and Herald of Panama City—Plaque
1953 Crede H. Calhoun, correspondent for New York Times, headquarters in Panama—Gold Medal.

PARAGUAY

1953 Arturo Oscar Schaerer, editor and owner, La Tribuna, Asuncion—Gold Medal.

PERU

1939 Luis Miró Quesada, president of board, El Comercio, Lima—Gold Medal
1939 El Comercio of Lima—Plaque
1948 Dr. Manuel Cisneros Sanchez, president of the Board of Directors, La Cronica, Lima—Gold Medal.
1948 La Cronica Lima—Plaque.
1955 Pedro G. Beltran, director of La Prensa, Lima.

PUERTO RICO

1950 Angel Ramos, El Mundo, San Juan—Gold Medal.

UNITED STATES OF AMERICA

1940 James I. Miller, vice-president for South America, United Press Associations—Gold Medal
1940 United Press Associations—Plaque
1942 The Christian Science Monitor, Boston, Mass.—Plaque
Presented to Erwin D. Canham, managing editor
1943 Edward Tomlinson, adviser and analyst on Inter-American affairs. The Blue Network—Gold Medal
1945 Tom Wallace, editor, Times, Louisville, Ky.—Gold Medal
1945 Times, Louisville Ky.—Plaque
1946 Lee Hills, managing editor, Herald, Miami, Fla.—Gold Medal
1946 Herald, Miami, Fla.—Plaque
1948 Joseph L. Jones, vice-president, and general manager United Press Association—Gold Medal
1948 United Press Associations—Plaque
1949 Milton Bracker, chief South American correspondent, the New York Times—Gold Medal
1949 The New York Times of New York, N. Y.—Plaque
1950 John A. Brogan, King Features Syndicate—Gold Medal; Joshua B. Powers, Editors Press Service, Inc.—Gold Medal
1951 Julio Garzon, editor La Prensa, New York City—Gold Medal
1951 La Prensa New York City—Plaque
1952 Jules Dubois, Latin American correspondent, Chicago Tribune—Gold Medal
1954 Lloyd Stratton, assistant general manager, Associated Press, New York—Gold Medal
1955 A. T. Steele, roving foreign correspondent of the New York Herald Tribune.
1955 John Oliver LaGorce, editor of National Geographic Magazine, Washington, D.C.
1956 Carl W. Ackerman, dean emeritus, School of Journalism, Columbia University—Gold Medal.
1956 Herbert L. Matthews, editorial board, New York Times—Gold Medal.
1957 Harry W. Frantz, special correspondent, foreign department, United Press—Gold Medal
1957 United Press—Plaque
Inter American Press Association—Special Citation.
United Press—Silver bar to previous plaque.

URUGUAY

1942 Lorenzo Batlle Pacheco, director, El Dia, Montevideo—Gold Medal
1942 El Dia of Montevideo—Plaque
Presented to Alberto Lasplaces, foreign
1949 Eduardo Rodriguez Larreta, director, El Pais, Montevideo—Gold Medal
1949 El Pais of Montevideo—Plaque

VENEZUELA

1945 Luis Teofilo Nunez, El Universal, Caracas—Gold Medal
1945 El Universal, Caracas—Gold Plaque
1950 Msgr. Jesus Maria Pellin, La Religion, Caracas—Gold Medal
1951 Ramon David Leon, editor, La Estera Caracas
1951 La Estera, Caracas—Plaque
1954 Carlos Ramires MacGregor, editor & co-proprietor, Panorama, Maracaibo—Gold Medal

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Following are the awards in Journalism:

RESEARCH ABOUT JOURNALISM
1935 Oscar W. Riegel
1936 Ralph O. Nafziger
1937 Dr. Alfred McClung Lee
1938 Frank Luther Mott
1939 Norval Neil Luxon
1940 Paul F. Lazarsfeld
1944 Earl English
1945 Frank Thayer
1946 Ralph D. Casey, Bruce Lannes Smith and Harold D. Lasswell
1947 James E. Pollard
1948 J. Edward Gerald
1949 Edwin Emery
1950 Robert S. Harper
1952 Curtis D. MacDougall
1953 Harold L. Cross
1954 Edwin Emery and Henry Ladd Smith
1956 No Award
1957 Theodore B. Peterson

GENERAL REPORTING
1939 Meigs O. Frost
1940 Basil Brewer
1942 Jack Vincent
1943 Julius M. Klein and Ralph S. O'Leary
1944 Edward J. Doherty
1945 James P. McGuire and John J. McPhaul
1946 John M. McCullough
1947 George Goodwin
1948 Richard C. Looman
1949 Bob Considine
1950 Edward B. Simmons
1951 Victor Cohn
1952 Chalmer M. Roberts
1953 Carl T. Rowan
1954 Richard Hyer and William P. Walsh
1956 Victor Cohn
1957 Alfred Kuettner

EDITORIAL WRITING
1939 W. W. Waymack
1940 Allen Drury
1942 Alexander Kendrick
1943 Milton Lehman
1944 Felix R. McKnight
1945 Francis J. Locke
1946 John W. Hillman
1947 Alan Barth
1948 Virginius Dabney
1949 John Crider
1950 Bradley L. Morison
1951 Robert M. White II
1952 Virginius Dabney
1953 John N. Reddin
1954 Robert H. Estabrook
1956 James Jackson Killpatrick
1957 Sylvan Meyer

RADIO NEWSWRITING
1939 Albert Warner
1940 Cecil Brown
1942 Fulton Lewis, Jr.
1946 Harry M. Cochran
1947 Alex Dreier
1948 Merrill Mueller
1949 Elmer Davis
1950 Leo O'Brien & Howard Maschmeier
1951 William E. Griffith, Jr.
1952 Clifton Utley
1953 Charles J. Chatfield
1954 No award
1956 Charles Shaw
1957 Howard K. Smith

FOREIGN CORRESPONDENCE
1939 Kenneth T. Downs
1940 Leland Stowe
1942 Keith Wheeler
1943 Frederick Kuh
1944 Frederick Kuh
1945 Arnaldo Cortesi
1946 Charles Grathe
1947 Daniel DeLuce
1948 Nat Barrows
1949 Kingsbury Smith
1950 Keyes Beech & Don Whitehead
1951 Ferdinand Kuhn
1952 Ernest S. Pisko
1953 Alexander Campbell
1954 Calvin Alley
1956 Carl T. Rowan
1957 Russell Jones

COURAGE IN JOURNALISM
1939 New Orleans (La.) States
1942 Guthrie County Vedette, Panora, Iowa
1943 Lowell (Mass.) Sunday Telegram
1944 The Milwaukee (Wis.) Journal
1945 New Orleans (La.) States
1946 Kansas City (Mo.) Star
1947 Memphis (Tenn.) Press-Scimitar
1948 The Philadelphia Inquirer

EDITORIAL CARTOONING
1942 Jacob Burck
1943 Charles Werner
1944 Henry Barrow
1945 Reuben L. Goldberg
1946 Dorman H. Smith
1947 Bruce Russell
1948 Herbert Block
1949 Herbert Block
1950 Bruce Russell
1951 Herbert Block and Bruce Russell
1952 Cecil Jensen
1953 John Fischetti
1954 Carl T. Rowan
1956 John Fischetti
1957 Herbert L. Block

WASHINGTON CORRESPONDENCE
1942 Drew Pearson and Robert S. Allen
1943 Sam O'Neal
1944 Marquis W. Childs
1945 Peter Edson
1946 Wallace R. Deuel
1947 Bert Andrews
1948 W. McNeil Lowry
1949 Jack Steele
1950 William K. Hutchinson
1951 John Hightower
1952 Clark R. Mollenhoff
1953 Richard L. Wilson
1954 Clark Mollenhoff
1956 Joseph & Stewart Alsop
1957 Bem Price

WAR CORRESPONDENCE
1943 Ernie Pyle (Raymond Clapper Memorial Award)
1944 Ernie Pyle (Human Interest)
Henry T. Gorrell (Spot News)
1945 John Graham Dowling

SPECIAL AWARDS
1943 Raymond Clapper (Posthumous) "William Allen White Memorial Award"

RADIO & TV REPORTING
1946 Allen Stout
1947 James C. McNamara
1948 George J. O'Connor
1949 Sid Pietzsch
1950 Jack E. Krueger
1951 Jim Monroe
1952 Charles and Eugene Jones
1953 Gordon Gammack
1954 Richard A. Chapman and Spencer Allen
1956 John Chancellor, Paul Alexander & Gael Boden
1957 Edward (Johnny) Green, Ernest Leiser, Jerry Schwartzkopff, Julian B. Hoshal, Dick Hance

TELEVISION NEWSWRITING
1954 Reuven Frank

NEWS PICTURE
1946 Frank Q. Brown
1947 Paul Calvert
1948 Frank Jurkoski
1949 The Chicago Daily News
1950 David Douglas Duncan
1951 Edward DeLuga and Roger Wrenn
1952 Robert I. Wendlinger
1953 Bill Wilson
1954 Leslie Dodds
1956 Richard B. Yager
1957 Dan Tompkins

NEWSPAPER CARTOONING
1948 Ed Dodd
1949 Milton Caniff

PUBLIC SERVICE IN RADIO JOURNALISM
1949 Station WTTS (Bloomington, Ind.)
1950 WAVZ, New Haven, Conn.
1951 Station WMAQ, Chicago
1952 Station WMT, Cedar Rapids, Ia.
1953 CBS Radio Network
1954 Columbia Broadcasting Company
1956 WMAQ, Chicago
1957 CBS Radio Network

PUBLIC SERVICE IN TELEVISION JOURNALISM
1952 WBNS-TV, Columbus, Ohio
1953 WHAS-TV, Louisville, Ky.
1954 American Broadcasting Company and DuMont Television Network
1956 KAKE-TV, Wichita, Kans.
1957 KPIX, San Francisco, Calif.

MAGAZINE REPORTING
1949 Lester Velie
1950 Gordon Schendel
1951 Bill Davidson
1952 Bill Davidson
1953 James P. O'Donnell
1954 Marshall MacDuffie
1956 Fletcher Knebel
1957 John Bartlow Martin

PUBLIC SERVICE IN MAGAZINE JOURNALISM
1949 Collier's
1950 Collier's
1951 McCall's
1952 Look
1953 Look
1954 The Saturday Evening Post
1956 Look
1957 Life

PUBLIC SERVICE IN NEWSPAPER JOURNALISM
1949 The Star-Gazette, Moose Lake, Minn.
1950 The Atlanta (Ga.) Journal
1951 Chicago Sun-Times
1952 The Wall Street Journal
1953 Chicago Daily News, The Houston Post
1954 The Cleveland Plain Dealer
1956 Watsonville (Calif.) Register-Pajaronian
1957 Portland Oregonian

PLAN OF AWARD OF PRIZE IN JOURNALISM

The following awards will be made annually as Prizes in Journalism:

1. For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during the year.
2. For a distinguished example of a reporter's work.
3. For a distinguished example of an editor's work.
4. For a distinguished example of radio or TV newscaster's or commentator's work.
5. For a distinguished example of a foreign correspondent's work.
6. For a distinguished example of a cartoonist's work.
7. For a distinguished example of a Washington correspondent's work.
8. For a distinguished example of spot news reporting for radio or television.
9. For an outstanding example of a news photographer's work.
10. For an outstanding example of public service by an individual radio station or network through radio journalism.
11. For a distinguished example of current events reporting appearing in a magazine of general circulation.
12. For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation. Nominations to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in the undertaking and the results obtained.
13. For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in the undertaking and the results obtained.

PULITZER AWARDS JOURNALISM

The award of prizes and traveling scholarships is made by the Trustees of Columbia University on the recommendations of the Advisory Board of the Graduate School of Journalism, and is usually announced during May. Nominations of candidates for any one of the Pulitzer Prizes should be made in writing on or before February 1 of each year. The prizes and scholarships in the fields of Journalism, Letters and Music were established under the will of the late Joseph Pulitzer.

Following are the awards in Journalism:

MERITORIOUS PUBLIC SERVICE
1917 No award
1918 The New York Times
1919 Milwaukee (Wis.) Journal
1920 No award
1921 Boston Post
1922 The World (New York, N. Y.)
1923 Memphis (Tenn.) Commercial Appeal
1924 The World (New York, N. Y.)
1925 No award
1926 The Enquirer Sun (Columbus, Ga.)
1927 Canton (O.) Daily News
1928 Indianapolis (Ind.) Times
1929 The Evening World (New York, N. Y.)
1930 No award
1931 Atlanta (Ga.) Constitution
1932 Indianapolis (Ind.) News
1933 New York World-Telegram
1934 Medford (Ore.) Mail Tribune
1935 The Sacramento (Calif.) Bee
1936 The Cedar Rapids (Iowa) Gazette
1937 St. Louis (Mo.) Post-Dispatch
1938 The Bismarck (N. D.) Tribune
Special Bronze Plaque to: Edmonton (Alberta) Journal
1939 The Miami (Fla.) Daily News
1940 Waterbury (Conn.) Republican and American
1941 St. Louis (Mo.) Post-Dispatch
1942 Los Angeles (Calif.) Times
1943 The World-Herald (Omaha, Neb.)
1944 The New York Times
1945 Detroit Free Press
1946 Scranton Times
1947 Baltimore (Md.) Sun
1948 St. Louis Post-Dispatch
1949 Nebraska State Journal (Lincoln, Nebr.)
1950 Chicago News and St. Louis (Mo.) Post-Dispatch
1951 Miami (Fla.) Herald and Brooklyn (N. Y.) Eagle
1952 St. Louis (Mo.) Post Dispatch
1953 Whiteville (N. C.) News Reporter and Tabor City (N. C.) Tribune.
1954 Newsday, Long Island, N. Y.
1956 Columbus (Ga.) Ledger and Sunday Ledger-Enquirer.
1956 Watsonville (Calif.) Register-Pajaronian.
1957 Chicago (Ill.) Daily News

HISTORY OF THE SERVICES RENDERED TO THE PUBLIC BY THE AMERICAN PRESS DURING THE PRECEDING YEAR:
1918 Minna Lewinson and Henry Beetle Hough

BIOGRAPHY
1952 Merlo J. Pusey, Washington (D.C.) Post
1954 Charles A. Lindbergh
1955 William S. White, New York Times
1957 Senator John P. Kennedy

EDITORIAL
1917 New York Tribune
1918 The Courier-Journal (Louisville, Ky.)
1919 No award
1920 Evening World-Herald (Omaha, Neb.)
1921 No award
1922 The New York Herald
1923 The Emporia (Kan.) Gazette
1924 The Boston Herald
1925 Charleston (S. C.) News and Courier
1926 The New York Times
1927 The Boston Herald
1928 Montgomery (Ala.) Advertiser
1929 Norfolk (Va.) Virginian-Pilot
1930 No award
1931 Fremont (Neb.) Tribune
1932 No award
1933 The Kansas City (Mo.) Star
1934 Atlantic (Ia.) News Telegraph
1935 No award
1936 The Washington Post (Felix Morley)
Scripps-Howard Newspapers (George B. Parker)
1937 The Sun (Baltimore, Md.) (John W. Owens)
1938 The Register and Tribune (Des Moines, Ia.) (W. W. Waymack)
1939 The Oregonian (Portland, Ore.) (Ronald G. Callvert)
1940 St. Louis (Mo.) Post-Dispatch (Bart Howard)
1941 Reuben Maury (Daily News, New York, N. Y.)
1942 Geoffrey Parsons (New York Herald Tribune)
1943 The Register and Tribune (Des Moines, Iowa) (Forrest W. Seymour)
1944 The Kansas City (Mo.) Star
1945 Providence (R. I.) Journal-Bulletin (George W. Potter)
1946 Greenville (Miss.) Delta Democrat-Times (Hodding Carter)
1947 William H. Grimes (The Wall Street Journal)
1948 Atlanta (Ga.) Journal (George E. Goodwin)
1949 Boston Herald (John H. Crider)
Washington (D. C.) Post (Herbert Elliston)
1950 Jackson (Mich.) Citizen Patriot (Carl M. Saunders)
1951 New Orleans (La.) States (William Harry Fitzpatrick)
1952 St. Louis (Mo.) Globe Democrat (Louis LaCossa)
1953 New York (N. Y.) Wall Street Journal (Vermont Connecticut Royster)
1954 Boston (Mass.) Herald (Don Murray)
1955 Detroit (Mich.) Free Press (Royce Howes)
1956 Des Moines (Ia.) Register and Tribune (Lauren K. Soth)
1957 Buford Boone Tuscaloosa (Ala.) News

CORRESPONDENCE
1929 Paul Scott Mowrer
1930 Leland Stowe
1931 H. R. Knickerbocker
1932 Walter Duranty
Charles G. Ross
1933 Edgar Ansel Mowrer
1934 Frederick T. Birchall
1935 Arthur Krock
1936 Wilfred C. Barber
1937 Anne O'Hare McCormick
1938 Arthur Krock
1939 Louis P. Lochner
1940 Otto D. Tolischus
1941 Group award, in place of an individual Pulitzer Prize for foreign correspondence, the Trustees approved the recommendation of the Advisory Board that a bronze plaque or scroll be designed and executed to recognize and symbolize the public services and the individual achievements of American news reporters in the war zones of Europe, Asia, and Africa from the beginning of the present war.
1942 Carlos P. Romulo
1943 Hanson W. Baldwin
1944 Ernest Taylor Pyle
1945 Harold V. (Hall) Boyle
1946 Arnaldo Cortesi
1947 Brooks Atkinson

CARTOON
1922 Rollin Kirby
1923 No award
1924 Jay Norwood Darling
1925 Rollin Kirby
1926 D. R. Fitzpatrick
1927 Nelson Harding
1928 Nelson Harding
1929 Rollin Kirby
1930 Charles B. Macauley
1931 Edmund Duffy
1932 John T. McCutcheon
1933 Harold Morton Talbert
1934 Edmund Duffy
1935 Ross A. Lewis
1936 No award
1937 Clarence Daniel Batchelor
1938 Vaughn Shoemaker
1939 Charles G. Werner
1940 Edmund Duffy
1941 Jacob Burck
1942 Herbert Lawrence Brock
1943 Jay Norwood Darling
1944 Clifford K. Berryman
1945 Sgt. Bill Mauldin
1946 Bruce Russell
1947 Vaughn Shoemaker
1948 Reuben L. Goldberg
1949 Lute Pease
1950 James T. Berryman
1951 Reginald W. Manning
1952 Fred L. Packer
1953 Edward D. Kuckes
1954 Herbert L. Block
1955 Daniel R. Fitzpatrick
1956 Robert York
1957 Tom Little

NEWS PHOTOGRAPHY
1942 Milton Brooks
1943 Frank Noel
1944 Frank Filan
Earle L. Bunker
1945 Joe Rosenthal
1946 No award
1947 Arnold Hardy
1948 Frank Cushing
1949 Nathaniel Fein
1950 Bill Crouch
1951 Max Desfor
1952 John Robinson
Don Ultang
1953 William M. Gallagher
1954 Mrs. Walter M. Schau
1956 John L. Gaunt, Jr.
1956 George Mattson
1957 Harry A. Trask

TELEGRAPHIC REPORTING (NATIONAL)
1942 Louis Stark
1943 No award
1944 Dewey L. Fleming
1945 James B. Reston
1946 Edward A. Harris
1947 Edward T. Folliard
1948 Bert Andrews
1949 C. P. Trussell

PULITZER AWARDS JOURNALISM—Continued

1960 Edwin O. Guthman
1962 Anthony Leviero
1963 Don Whitehead
1964 Richard Wilson
1965 Anthony Lewis
1966 Charles L. Bartlet
1967 James B. Reston

TELEGRAPHIC REPORTING (INTERNATIONAL)
1943 Laurence Edmund Allen
1943 Ira Wolfert
1944 Daniel DeLuce
1945 Mark S. Watson
1946 Homer Bigart
1947 Eddy Gilmore
1948 Paul W. Ward
1949 Price Day
1950 Edmund Stevens
1951 Keyes Beech, Fred Sparks, Homer Bigart, Marguerite Higgins, Relman Morin, Don Whitehead
1953 John M. Hightower
1953 Austin Wehrwein
1954 Jim G. Lucas
1955 Harrison E. Salisbury
1956 William Randolph Hearst, Jr., Kingsbury Smith, Frank Conniff
1957 Russell Jones

REPORTING
1917 Herber Bayard Swope
1918 Harold A. Littedale
1919 No award
1920 John J. Leary, Jr.
1921 Louis Seibold
1922 Kirke L. Simpson
1923 Alva Johnston
1924 Magna White
1925 James W. Mulroy
Alvin H. Goldstein
1926 William Burke Miller
1927 John T. Rogers
1928 No award
1929 Paul Y. Anderson
1930 Russell Owen
Special award: W. O. Dapping
1931 A. B. MacDonald
1932 W. C. Richards
D. D. Martin
J. S. Pooler
F. D. Webb
J. N. W. Sloan
1933 Francis A. Jamieson
1934 Royce Brier
1935 William H. Taylor
1936 Lauren D. Lyman
1937 John J. O'Neill
William L. Laurence
Howard W. Blakeslee
Cobind Behari Lal
David Dietz
1938 Raymond Sprigle
1939 Thomas Lunsford Stokes
1940 S. Burton Heath
1941 Westbrook Pegler
1942 Stanton Delaplane
1943 George Weller
1944 Paul Schoenstein and associates
1945 Jack S. McDowell
1946 William L. Laurence
1947 Frederick Woltman
1948 George E. Goodwin
1949 Malcolm Johnson
1950 Meyer Berger
1951 Edward S. Montgomery
1952 George de Carvalho
1953 Edward J. Mowery
1954 Vicksburg, Miss. Sunday Post-Herald; Alvin Scott McCoy
1955 Mrs. Garo Brown
Roland Kenneth Towery
1956 Lee Hills
Arthur Daley
1957 Salt Lake (Utah) Tribune; Wallace Turner, William Lambert

SPECIAL CITATION
1941 The New York Times for the public educational value of its foreign news report, exemplified by its scope, by excellence of writing and presentation, and supplementary background information, illustration, and interpretation.
1944 Byron Price, Director of the Office of Censorship, for the creation and administration of the newspaper and radio codes.
1945 Commending the work of the cartographers of the American press, "whose maps of the war fronts have helped notably to clarify and increase public information on the progress of the armies and navies engaged."
1951 Cyrus L. Sulzberger, New York Times, For his interview with Archbishop Stepinac in a prison cell in Yugoslavia.
1952 Kansas City (Mo.) Star, for editorial planning, organization and execution of news coverage of the great regional flood of 1951. Also to Max Kase, New York Journal-American, for his exclusive exposures of bribery and other forms of corruption in basketball.
1953 New York (N. Y.) Times

PLAN OF AWARD OF PRIZE IN JOURNALISM
The following awards will be made annually as Prizes in Journalism:

1. For the most disinterested and meritorious public service rendered by an American newspaper during the year, a gold medal costing Five hundred dollars ($500).

2. For distinguished editorial writing during the year, limited to the editorial page the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction, due account being taken of the whole volume of the writer's editorial work during the year, Five hundred dollars ($500).

3. For distinguished correspondence during the year, the test being clearness and terseness of style, preference being given to fair, judicious, well-balanced and well-informed interpretative writing, which shall make clear the significance of the subject covered in the correspondence or which shall promote international understanding and appreciation, Five hundred dollars ($500).

4. For a distinguished example of a cartoonist's work published in an American newspaper during the year, the determining qualities begin that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be intended to be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year. Five hundred dollars ($500).

5. For an outstanding example of news photography as exemplified by a news photograph published in a daily newspaper, Five hundred dollars ($500), [This prize is open to amateurs as well as to photographers regularly employed by newspapers, press associations or syndicates.]

6. For a distinguished example of telegraphic reporting on national affairs published in daily newspapers in the United States, Five hundred dollars ($500).

7. For a distinguished example of telegraphic reporting of international affairs published in daily newspapers in the United States, Five hundred dollars ($500).

8. For a distinguished example of a reporter's work during the year, the test being accuracy and terseness, the preference being given to news stories published in a daily newspaper prepared under the pressure of edition time relating to matters of special interest of a local or regional character, Five hundred dollars ($500).

AYER CUP AWARDS

The Annual Newspaper Contest for the Ayer Cup and other awards, in which the top award is the Francis Wayland Ayer Cup, was started in 1931 under the sponsorship of N. W. Ayer & Son, Inc. The purpose is to spotlight fine work in newspaper typography, make-up and printing, and to stimulate interest in improving the appearance and readability of newspapers.

The contest is open to all English-language daily newspapers published in the United States. Leaders in the fields of art, printing and public affairs judge the entries.

Entries are divided into classes according to circulation: (1) newspapers of more than 50,000 circulation, (2) newspapers of 10,000 to 50,000 circulation, (3) newspapers of less than 10,000 circulation, and (4) tabloids, regardless of circulation. Three Honorable Mention Awards are given in each of the first three classes, and one Honorable Mention for tabloids. The best newspaper of all classes is awarded the Ayer Cup, which must be won three times (not necessarily in a row) for permanent possession. The following newspapers have won the trophy:

1931 New York Herald Tribune
1932 Hartford Courant
1933 The New York Times
1934 The New York Herald Tribune
1935 The New York Times
1936 New York Herald Tribune (retired first Ayer Cup)
1937 Los Angeles Times
1938 Newark Evening News
1939 New York Herald Tribune
1940 The New York Times
1941 New York Herald Tribune
1942 The New York Times
1943 Christian Science Monitor
1944 Chicago Sun
1945 New York Herald Tribune (retired second Ayer Cup)
1946 Rochester (Minn.) Post-Bulletin
1947 Rutland (Vt.) Herald
1948 New York Herald Tribune
1949 The New York Times
1950 The New York Times
1951 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1952 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1953 The Evening Star, Washington, D. C.
1954 New York Herald Tribune
1955 New York Herald Tribune

Honorable Mention winners in 1955 were:
More than 50,000 circulation—First, Winston-Salem (N.C.) Journal; Second, The New York Times; Third, Hartford (Conn.) Courant.
10,000 to 50,000 circulation—First, Iron Mountain (Mich.) News; Second, Marion (Ohio) Star; Third, Bloomington (Ill.) Pantagraph.
Less than 10,000 circulation—First, Hagerstown (Md.) Herald; Second, Wabash (Ind.) Plain Dealer; Third, Marshfield (Wis.) News-Herald.
Tabloids—Newsday, of Long Island, N.Y.

1956 Rutland (Vt.) Herald
Honorable Mention winners in 1956 were:
More than 50,000 circulation—First, Montgomery (Ala.) Advertiser; Second, Daytona (Ohio) Journal Herald; Third, The New York Times.
10,000 to 50,000 circulation—First, Iron Mountain (Mich.) News; Second, Reading (Pa.) Eagle; Third, Temple (Tex.) Daily Telegram.
Less than 10,000 circulation—First, Ironwood (Mich.) Daily Globe; Second, Ogdensburg (N.Y.) Journal; Third, Sumter (S.C.) Daily Item.
Tabloids—Fort Worth (Tex.) Press

1957 Goshen (Ind.) News
Honorable mention winners in 1957 were:
More than 50,000 circulation—First, Louisville (Ky.) Courier-Journal; Second, Philadelphia (Pa.) Inquirer; Third, Boston (Mass.) Christian Science Monitor.
10,000 to 50,000 circulation—First, Colorado Springs (Colo.) Free Press; Second, Burlington (Vt.) Free Press; Third, Ponca City (Okla.) News.
Less than 10,000 circulation—First, Lock Haven (Pa.) Express; Gainsville (Ga.) Times; Third, Emporia (Kan.) Gazette.
Tabloids—Middletown (N.Y.) Record.

TV, Rising Costs, Plague British Press

By Allan Delafons

As 1958 opened British newspaper and top magazine publishers looked back on reduced profits through inflated costs and forward with some doubts to bigger inroads on advertisement revenues by Britain's newcomer, commercial television.

An early company report showed the trend in their thinking. Reporting to stockholders, London Financial News Company Chairman Lord Bracken pointed to profits fallen from £164,629 to £145,944 "due to the inevitable consequences of the prolonged London printing dispute" in the previous year. Both the company's magazines, "The Investors Chronicle" and "The Economist" had to be printed in Europe during the dispute, to maintain publication, but this meant heavy additional costs.

HIGHER PRODUCTION COSTS

Other leading newspaper and magazine publishers suffered profit cut-backs during the slowdown in working to which all London printshop and pressroom labor subscribed during demands for pay raises. Finally conceded, the pay raise threw an added burden on rising production costs.

"The two major costs in newspaper production, newsprint and wages, are so large a proportion of the total costs that any movement—and in this inflationary age it is always upwards—produces a very marked result in terms of profit," Lord Rothermere, Associated Newspapers chairman, told stockholders at the company annual meeting. The company publishes five national newspapers—"The Daily Mail," "The London Evening News," "The Daily Sketch" (tabloid format picture morning), "The Sunday Dispatch," and "The Weekend Mail"—and controls many provincial newspapers. All had felt the effects on profits of the £3.10s. a ton rise in newsprint in the previous year (and the further £1 a ton rise in 1957). The pay raise granted printshop labor was costing the company another £300,000 in a full year. The Government's restrictions on credit had lost newspapers much advertising; the Suez crisis and gasoline rationing had lost to newspapers all oil company advertising while it lasted, Lord Rothermere pointed out.

PAPERS SUSPENDED

Rising newsprint and labor costs were not publishers' only problems. Bluntly factual and forthright was Kemsley Newspapers Chairman Lord Kemsley in his annual meeting statement to stockholders. Unless productivity could be increased in newspaper printshops the new pay increase demands which labor unions were proposing to make could be fatal to some newspapers, the head of Britain's biggest national and provincial newspaper group prophesied. Since his company's previous annual meeting, Lord Kemsley pointed out, three provincial daily newspapers ("The Birmingham Gazette," "The Yorkshire Observer," and "The Glasgow Evening News") and several independent local weekly newspapers had ceased publication. Other newspapers, national and provincial, were trading at a loss or were near the danger point where revenue from sales and advertising did not cover steeply rising expenditure.

"There are now available devices which can mechanise operations in many departments—packing, composing and process engraving are examples—but for one reason or another managements and unions have been unable to reach agreement on the introduction or use of these machines to the maximum efficiency. In other departments some machines are manned on a more generous scale than 30 years ago in spite of great improvements in their design and the fact that they are largely automatic in operation." Lord Kemsley asked an urgent review by management and labor union leaders of all these questions.

First loss in 1957 was the cessation of publication of "The Glasgow Evening News"—which had been steadily losing money on its operations, despite a 200,000 a day sale. But opinions on the causes of the deaths of newspapers were far from unanimous.

CONCENTRATION OF ADS

Advertising agencies were in part responsible for the high mortality in Britain's provincial newspapers, alleged British Journalists' Union President George Reed. While national-circulation newspapers had been severely restricted on their use of newsprint and could not absorb all the advertising available in the early post-war years the provincial newspapers had carried a fair share, in both dailies and weeklies. But now that more paper was available for bigger issues the big circulation national newspapers were "getting much of the business that is not going into commercial television," charged Mr. Reed ("Newcastle Sunday Sun" features editor). And, he pointed out, although four major newsprint producers had made highest-ever trading profits of over £27,000,000 in the previous year, they had just now upped newsprint prices again, adding to the difficulties of smaller local newspapers.

That advertisers were tending in Britain to concentrate most of their expenditure on big space buying in top circulation national newspapers was also voiced by advertising researcher Dr. Mark Abrams, writing in "The Financial Times." This, he said, was noted tendency in US also.

In this discussion, leading British advertising agencies combined in a renewed demand for 15% commission from newspapers and magazines on all advertising placed with them instead of the existing 10%. The same demand was made by agencies of billboard renters.

Another view was expressed by a leading newspaper editor. Iniquitously high newsprint and labor costs did not kill newspapers, averred "Sunday Express" editor-in-chief John Gordon, in a speech to the Guild of British Newspaper Editors.

EDITOR CHARGES 'INCOMPETENCE'

"The real cause of the death of newspapers is their own incompetence." The business of newspapers was news—measured by him as 20% news, 80% entertainment (itself "interesting stuff about news")—news written and displayed with dramatic intensity," so that once more you get a sense of surprise that will last you for the rest of the day." Dullness, lack of energy, lack of enterprise were faults of many newspapers today, Britain's most outspoken editor concluded.

Fears expressed a year earlier that commercial television would cut heavily into newspapers' advertising incomes looked like being justified. By early Spring there were seven million homes in Britain licensed to possess television receivers. Contractors reported that £13,000,000 had been spent on TV commercials in 1956, and claimed that this would be at least doubled in the current year. Program contractors were beginning to find the flood of requests for purchase of time embarrassing, but they were emboldened by it to announce that the seven-second low-rate "spots"—by which they had first encouraged advertisers frightened of ITV's £1,000-a-minute rates to go on the air—were now cancelled for good and all.

But all newspapers' income from advertising had not fallen, statistics for the first quarter of 1957 showed. National morning newspapers had booked a 7½% increase, and national Sunday newspapers a 16% rise compared with the same period in 1956. On the other hand London evening newspapers advertising incomes had fallen some 16% and that of provincial daily papers by 4%. And this when advertisers had spent nearly 10% more on newspaper advertisements.

SOME CIRCULATIONS DOWN

If sales of space were up and down, so too were sales of copies. ABC figures of the first six months of the year showed average daily sales of some nationals down on six months earlier, including the "Labor Daily Herald," at 1,640,707, the tabloid "Daily Mirror" at 4,658,793, "The London Evening Standard" at 665,428, and even bigger drops in sales recorded by many provincial newspapers. But the "London Daily Express" recorded a healthy increase, and most notably the top ranking "quality" Sunday newspaper, Lord Kemsley's "Sunday Times" showed certified average sales up from 618,540 to 740,133. With the announcement the "Sunday Times" published its 7,000th issue—of 32-page size, biggest since before World War II.

The rate of increase in expenditure on newspaper advertising was diminishing. Daily Mirror Newspapers Chairman Cecil R. King pointed this out to shareholders in his annual report. The increase noted year by year since 1949 fell in 1956 to half of what it had been, he stated. Mid-year in 1957, although in the year's first half advertisers had spent some £2,200,000 more than they had done a year earlier, the rate of increase in purchases of newspaper space continued to slow, while purchases of time on commercial TV rose by more than half.

ROP color might be one reply of newspapers to the growing inroads commercial television was making on their advertising incomes, but although national newspaper managements were known to be studying the enormous growth of ROP color in America so far only one daily newspaper company, The Liverpool Daily Post and Echo Limited was running ROP color regularly.

FOUR-COLOR PRINTING

Following three years of experiments in "The Liverpool Echo," evening newspaper, its sister publication the morning "Liverpool Daily Post" in 1957 became the only daily newspaper to offer four-color halftone facilities to advertisers. It was regularly running four-color illustrations in its news pages and full and half page advertisements in ROP color. Otherwise only a few newspapers occasionally published spot color advertisements, usually with no more than black and one color.

(Continued on Page 354)

TV, Rising Costs, Plague British Press—Continued

(Continued from Page 353)

Advertisers, however, were buying more color in the big British national circulation weekly magazines, and at much enhanced rates over monochrome advertising. It was known that both the British Broadcasting Corporation and the Independent Television Authority were experimenting with color TV—the BBC telecasting compatible monochrome pictures from its experimental color studio on its 25th birthday. With this added threat in the offing Britain's top magazine publishing companies regarded color as the most effective factor in the competition for a bigger share of advertisers' appropriations.

And if Britain's newspaper publishers were hesitant to launch full scale ROP (labor disagreement over color rotary press manning was believed to be one major obstacle) magazine publishers backed their belief in advertisers' readiness to spend more money on more color by announcing at the year's end big developments in their field, with considerable expenditure on increasing their mechanical plants for multicolor high-speed rotogravure production.

TV NEWS COMPETITION

Nor were newspapers advertising departments the only ones to complain of competition from the new British commercial TV network. Newspapermen themselves were loudly alleging that the police gave favored treatment to BBC and ITA TV camera crews at major disasters, like the airliner crash in Manchester, both for direct-from-the-scene telecasts and for TV newsreel film crews.

Most notable casualty in the year was Edward Hulton's great picture weekly "Picture Post," which, it was announced in the summer, would appear no more. Much of the blame for its decease was laid on television. Whatever the cause, the facts were plain. Profits of the Hulton Press Limited fell from £298,700 to £35,950 between 1956 and 1957. Fleet street felt that television was not taking only advertising revenue away from the picture magazines; it was also stealing readers with its lively on the spot coverage of events, and its bright filmed interviews.

Final note in the year was a personal one. Former humorous weekly "Punch" editor Malcolm Muggeridge had been strongly criticised in some of Britain's more sensational Sunday newspapers for his "Saturday Evening Post" article on the Queen and the Royal circle. One of the national Sunday newspapers, the "Sunday Dispatch" had earlier engaged him to contribute a regular weekly feature. Following the banner headlined news of his SEP article they cancelled the contract after he had written only one article for them.

MUGGERIDGE INCIDENT

Near the end of 1957 he asked the British Press Council, set up to hear and investigate complaints against the newspaper Press, to take appropriate action against the newspapers, notably the "Sunday Express" and "The People," which had, he alleged published inaccurate, distorted and altogether misleading accounts of what he actually wrote in the "Saturday Evening Post"—and that six days before his SEP article actually appeared.

"I have been a journalist for 30 years, and have worked on a number of newspapers in various capacities... I have tried to report events and express views as truthfully and as vigorously as I could" Mr. Muggeridge stated in his letter to the Press Council. There was nothing in the SEP article on the British monarchy that he regretted or blushed for, and he did not object to serious and forceful criticism of it. "What, I contend, is not legitimate, is for what I wrote to be grossly falsified, thereby fabricating a sensational story, and, deliberately or accidentally, maligning me, and, by implication, the Monarchy as well.

"A journalist's single asset is his reputation. To deprive him of this by distorting and falsifying his words is surely an infringement of the journalistic standards which it is the Press Council's statutory duty to uphold."

NOTE: Since this review was written the British Press Council has considered and rejected the allegations of distortion made by Mr. Muggeridge.

UNITED STATES REPRESENTATIVES OF NEWSPAPERS OF GREAT BRITAIN AND IRELAND

The following code numbers are assigned, respectively, to the various United States representatives of newspapers of Great Britain and Ireland. For example, all papers next to which the number (1) appears, are represented in the United States by the representative alongside of whose name the same number appears on the following list:

(1) Room 521, 50 Rockefeller Plaza, New York 20.

(2) Alan Brien, Rockefeller Plaza, New York

(3) John Sampson, c/o Herald Tribune, New York

(4) Ralph Champion, The London Daily Mirror, 220 East 42nd St., New York 17, N. Y., U.S.A.

(5) William T. Foster, Kemsley Newspaper of London, N. Y. Times, Annex Building, 229 W. 43rd St., N. Y. 36.

(6) Daily Telegraph, New York Office, 50 Rockefeller Plaza, New York 20, N. Y.

(7) Bruce Rothwell, Room 1055, National Press Building, Washington, U.S.A.

(8) Patrick O'Donovan, 2728 P. Street, N. W., Washington, D. C.

(9) Coulter Leonard, 50 Rockefeller Plaza, New York 20.

(10) D.C. Williams, 1341, Connecticut Ave., N.W., Washington 6.

(11) Mrs. F.M. Llewellyn, The Times, London, Inc. 45, East 51st St., New York 22, N. Y.

(12) J. Slevin, Washington.

(13) Mr. J. Thornton, Manchester Guardian, 20 East 53rd St., New York 22, N. Y.

(14) John Sampson, Herald Tribune, New York 36.

(15) John H. Thornton, 53 East 51st St., New York 22.

(16) Dave Fernsler, 4749 Reservoir Rd. N.W., Washington 7, D.C.

(17) Patrick O'Donovan, The Observer, 1057 National Press Bldg. Washington, D. C.

DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Personnel, Circulations, Rates

ENGLAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8,500,000 approx.							
Daily Express (m) (1)	4,116,157*	£25	£5,000	E. Pickering	Beaverbrook Newspapers Ltd.	T. Blackburn	L. W. Needham (Ad. Dir.) J. W. E. Blanch (Ad. Man.)
Evening Standard (e) (2)	665,428*	£11	£1,000	Percy Elland	Beaverbrook Newspapers Ltd.	C. J. Lawrence	L. W. Needham (Ad. Dir.) W. Mayston (Ad. Man.)
Sunday Express (S) (1)	3,463,413*	£25	£5,000	J. Gordon (ed. in chief) J. Junor	Beaverbrook Newspapers Ltd.		L. W. Needham (Ad. Dir.) L. Ward Jackson (Ad. Man.)
Daily Herald (m) (3)	1,640,707*	£15	£2,280	Douglas McCray	Odhams Press Ltd.	W. Surrey Dane (Chairman)	J. Rosswick (Ad. Dir.)
Daily Mail (m)	2,128,570*	£18.10s	£3,150	Arthur Wareham	Associated Newspapers Ltd.	D. F. S. McClean	J. C. Reeves C. W. V. Truefitt (Ad. Dir.)
Sunday Dispatch (S)	2,334,112*	£17.10s		W. Hayes	Associated Newspapers Ltd.	D. F. S. McClean	A. MacGillivray C. W. V. Truefitt (Ad. Dir.)
The Evening News (e)	1,286,208*	£16	£2,640	C. R. Willis	Associated Newspapers Ltd.	D. F. S. McClean	J. H. Clark C. W. V. Truefitt (Ad. Dir.)
Daily Worker (m)			£220	J. R. Campbell	Daily Worker Co-operative Society Ltd.		J. Herbert Myers
Daily Mirror (m) (4)	4,658,793*		£336 per col.	J. Nener	Daily Mirror Newspapers Ltd.	C. H. King	F. P. Debenham A. B. McKay (Ad. Dir.)
Daily Sketch (m)	1,304,892*	£10	£700	Herbert Gunn	Associated Newspapers Ltd.	D. F. S. McClean	S. Kershaw-Smith C. W. V. Truefitt (Ad. Dir.)
Sunday Graphic (S)	1,220,056†	£12.10s		J. G. McKenzie	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Arthur Heywood Michael Renshaw (Ad. Dir.)
The Sunday Times (S) (5)	740,133†	£18	£3,168	H. V. Hodson	Kemsley Newspapers Ltd.	Viscount Kemsley (Ch. & Ed. in Chief)	Brian Nicholson Michael Renshaw (Ad. Dir.)
The Daily Telegraph (m) (6)	1,123,556†	£13	£2,650	C. R. Coote	The Daily Telegraph Ltd.	Lord Burnham	T. Bassett-Powell
News Chronicle (m) (7)	1,394,077†	£13	£2,288		Daily News Ltd.	J. F. E. Coope	E. L. Every W. Memory (Ad. Dir.)
The Star (e)	907,707*	£12.10s	£1,150	R. McCarthy	Daily News Ltd.	John Coope	F. Bruce Croucher A. J. Webber (Ad. Dir.)
Morning Advertiser (m)		£2	£170	L. W. Forse	The Society of Licensed Victuallers Inc.	H. R. Bennett (Gen. Man.)	G. E. Steele
News of the World (S) (8)	7,241,398*	£40		R. W. Cudlipp	News of the World Ltd.	Bertram F. Jones	N. C. Edwardes (Dir.)
The Observer (S) (8)	641,416*	£15	£2,640	The Hon. F. D. L. Astor	The Observer Trust	Tristan Jones (Man.)	N. J. Berridge
The People (S) (9)	4,953,548	£33	£6,000	S. Campbell	Odhams Press Ltd.		Ronald Perks (Ad. Dir.)
Reynolds News (10)	452,226*	£5	£880	W. Richardson	Co-operative Press Ltd.	F. Hoskins	F. James
The Times (m) (11)	232,705			Sir William Haley	The Times Publishing Co. Ltd.	F. Matthew (Mangr.)	G. R. Pope
Sunday Pictorial (S)	5,676,195*	£41.15.7	£4416	Colin G. Valder	Sunday Pictorial Newspapers (1920) Ltd.	C. H. King (Chairman)	A. B. McKay (Ad. Dir.) F. P. Debenham
The Financial Times (m) (12)	82,500*	£6	£1,056	Gordon Newton	The Financial Times Ltd.	Viscount Moore O. B. E.	Sidney Henschel (Dir.)
BARROW-IN-FURNESS, 68,000							
North Western Evening Mail (e)	28,542*	7s6d	£40	F. Hazel	The Barrow News & Mail Ltd.	H. S. Hemsley	P. Bexon
BATH, 80,000							
Bath & Wilts Chronicle & Herald (e)	35,850	10s	£60	R. B. Helling	Wessex Associated News	R. B. Helling	C. R. Cawood
BIRMINGHAM, 1,112,340							
Evening Despatch (e)	189,676*	45s	£200	A. J. Josey	Birmingham Despatch & Mercury	H. V. Ferguson	K. W. Bailey
Sunday Mercury (S)	204,672*	45s	£200	F. Whitehead	Birmingham Despatch & Mercury	H. V. Ferguson	K. W. Bailey
The Birmingham Mail (e)	297,653*	75s	£900	F. Owens	The Birmingham Post & Mail Ltd.	E. M. Clayson	H. Hatton
The Birmingham Post & Gazette (m)	88,590*	45s	£450	W. V. Reynolds	The Birmingham Post & Mail Ltd.	E. M. Clayson	H. Hatton
BLACKBURN, 111,217							
Northern Daily Telegraph (e)	112,167†	£1.7.6		P. C. Hoare	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	T. A. Farmery Michael Renshaw (Ad. Dir.)
BLACKPOOL, 147,131							
West Lancashire Evening Gazette (e)	69,026*	17/6	£84	H. R. Grime	Blackpool Gazette & Herald Ltd.	F. H. Grime & H. R. Grime (Jt.)	J. A. Foulis
BOLTON, 167,000							
Bolton Evening News (e)	85,478*	24s	£200	F. Singleton	Tillotsons Newspapers Ltd.	M. E. Tillotson	W. Sheppard (Dir.)
BOURNEMOUTH, 140,000							
Bournemouth Daily Echo (e)	56,000†	14s	£60	D. H. Sims	Southern Newspapers Ltd.	R. R. Gleave (Man.)	S. Carey

(Continued on Page 356)

DAILY EXPRESS * 4,111,193 COPIES DAILY

SUNDAY EXPRESS * 3,413,835 COPIES WEEKLY

EVENING STANDARD * 628,078 COPIES DAILY

EVENING CITIZEN * 210,085 COPIES DAILY

* A.B.C. FIGURES FOR JULY—DECEMBER 1957

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DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—CONTINUED

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Mgr.
BRADFORD, 288,000							
Telegraph & Argus (e)	126,366*	35s	£300	O. B. Stokes	The Bradford & District Newspaper Co. Ltd.	A. R. Derwent	W. Walker
BRIGHTON, 158,240							
Evening Argus (e)	76,373*	17s6d	£100	V. Gorringe	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
BRISTOL, 500,000							
Bristol Evening Post (e)	141,161*	32/6d	£168	F. R. E. McGuire	Bristol United Press	W. A. Hawkins	H. H. Hodges
The Western Daily Press (m)	36,000	15s	180	S. C. Shapcott	Walter Reid & Son Ltd.	Harold Pass	E. Walker
Evening World (e)	57,000†	20s	£93	D. J. Morgan	Western Newspapers Ltd.	A. G. Bonner (Gen. Man.)	J. B. Hunt
BURTON-ON-TRENT, 50,000							
Burton Daily Mail (e)	22,752*	7s6d	£75	A. A. Rothera	Burton Daily Mail Ltd.	C. F. Gothard	A. A. Rothera
CAMBRIDGE, 81,500							
Cambridge Daily News (e)	32,050†	8s	£50	H. H. Higgins	Cambridge Daily News (1929) Ltd.	A. C. Taylor	F. L. Ball
CHELTENHAM, 65,080							
Gloucestershire Echo (e)	over 34,000†	10s	£104	C. Hollinshead	Cheltenham Newspaper Co. Ltd.	John Thomson	L. A. Newton (Ad. Man.)
COVENTRY, 264,600							
Coventry Evening Telegraph (e)	100,097*	27s6d	.....	J. A. Harrison	Coventry Newspapers Ltd.	A. L. Askew	G. Douglas Burgess
DARLINGTON, 84,861							
The Northern Echo (m)	112,753*	27/6	£242	R. Gray	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
Northern Despatch (e)	24,858*	9s	£80	W. H. Hopper	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
DERBY, 139,400							
Derby Evening Telegraph (e)	over 90,000†	21s	£97.13s	C. Forrest	Derby Daily Telegraph Ltd.		C. R. Armstead
EXETER, 80,000							
Express & Echo (e)	42,102*	12/6	£110		The Western Times Co. Ltd.		W. C. G. Drew
GLOUCESTER, 67,890							
The Citizen (e)	42,000†	11/-	£70	G. J. J. Robertson	Gloucestershire Newspapers Ltd.	W. T. Shepherd	H. W. Rich
GRIMSBY, 136,340							
Grimsby Evening Telegraph (e)	65,000†	16s	£160	J. H. Giles	Hull & Grimsby Newspapers Ltd.	W. J. Walker	T. K. Ulyat
HALIFAX, 97,800							
Halifax Daily Courier & Guardian (e)	43,934*	11/-	£110	C. A. Ramsden	The Halifax Courier Ltd.		I. Garside
HARTLEPOOL, WEST, 90,000							
Northern Daily Mail (e)	34,555*	10s	£55	W. F. Dines	Portsmouth & Sunderland Newspapers Ltd.		G. Screeton
HASTINGS, 65,000							
Hastings Evening Argus (e)	6,623*	6s	.....	C. J. Barnard	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
HUDDERSFIELD, 130,000							
Huddersfield Daily Examiner (e)	48,833*	on appl.	£120		Joseph Woodhead & Sons Ltd.		
HULL, 299,400							
The Daily Mail (e)	over 125,000†	30s	£300	T. B. Mackim	Hull & Grimsby Newspapers Ltd.		J. W. Hallowell
IPSWICH, 104,000							
Evening Star (e)	44,273	12/6	£60	B. R. Wilson	East Anglian Daily Times Co. Ltd.	B. R. Wilson	W. H. Smith
East Anglian Daily Times (m)	31,400	16s	£120	B. R. Wilson	East Anglian Daily Times Co. Ltd.	B. R. Wilson	W. H. Smith
KETTERING, 78,909							
Northamptonshire Evening Telegraph (e)	50,000*	11s	£55.16.6	H. P. Parkin	Northamptonshire Newspapers Ltd.	R. P. Winfrey	A. G. Wood
LEAMINGTON SPA, 36,000							
Leamington, Warwick, Kenilworth & District Morning News (m)	11,374	6s	£30	R. R. Churches	Leamington Morning News (Publishers) Ltd.	R. R. Churches	S. V. Churches
LEEDS, 550,000							
Yorkshire Evening News (e)	149,000*	50s	£440	B. Kaye	Provincial Newspapers Ltd.	F. Heywood (Gen. Man.)	James J. Mather
The Yorkshire Evening Post (e)	246,735*	£3	£600	A. Woodward	Yorkshire Conservative Newspaper Co. Ltd.	J. H. Bradley	S. Gray
The Yorkshire Post (m)	124,078*	£2.10s	£500	Sir W. L. Andrews	Yorkshire Conservative Newspaper Co. Ltd.	J. H. Bradley	S. Gray
LEICESTER, 285,061							
Leicester Evening Mail (e)	40,000*	15s	£69.15s	K. P. Clapham	Midland Newspapers Ltd.	E. H. Baker (Gen. Man.)	G. T. Taylor
Leicester Mercury (e)	150,000†	35	£200	J. F. Fortune	F. Hewitt & Son (1927) Ltd.	C. T. Barton & A. W. Peake (Jt.)	R. H. Penney (Ad. Dir.) G. W. Smith
LINCOLN, 69,500							
Lincolnshire Echo (e)	35,000†	10s	£100	J. Watt Mackie	Lincolnshire Publishing Co. Ltd.	G. Smith (Mangr.)	H. Green R. H. Penney (Ad. Dir.)
LIVERPOOL, 791,500							
Liverpool Echo (e)	371,852*	85s	£918	A. C. Gilbert (Acting)	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Liverpool Daily Post (m)	81,151*	30s	£324	I. Hosie	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Evening Express (e)	92,944*	30s	£135	M. J. Trench	C. Tinling & Co. Ltd.	Allan Jeans	J. Sheean
MANCHESTER, 703,175							
Empire News (S) (8) & Sunday Chronicle	2,473,004	£16.10s	£2,904	L. Harton	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. Everett Michael Renshaw (Ad. Dir.)
Evening Chronicle (e) (8)	300,256†	£3.5s	£312	J. G. Goulden (Man. Ed.)	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	W. Rogers Michael Renshaw (Ad. Dir.)
Sporting Chronicle (m) (8)	101,869	£2.10	.....	W. A. Clarke	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	L. Dean Michael Renshaw (Ad. Dir.)
The Manchester Guardian (m) (13)	176,924	£4.10	£700	H. A. Hetherington	The Manchester Guardian & Evening News Ltd.	L. P. Scott	N. E. Roscoe W. McMillan (Ad. Dir.)
Manchester Evening News (e) (13)	339,397*	70s	£650	T. E. Henry	Manchester Guardian & Evening News Ltd.	L. P. Scott	F. Hayes W. McMillan (Ad. Dir.)
MIDDLESBROUGH, 147,336							
Evening Gazette (e) (8)	110,523†	£1.7.6	£123.15	A. L. James	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	A. Ellis Michael Renshaw (Ad. Dir.)
NEWCASTLE UPON TYNE, 291,723							
Evening Chronicle (e) (8)	257,901†	£3.5s	£312	W. Moth	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	E. G. Ritzema Michael Renshaw (Ad. Dir.)
Newcastle Journal & North Mail (m) (8)	135,045†	£1.12.6s	£286	R. Clough	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	S. R. Jolley Michael Renshaw (Ad. Dir.)
The Sunday Sun (s) (8)	208,117†	£2.5s	£396	N. Baitey	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. T. Border Michael Renshaw (Ad. Dir.)
NORTH SHIELDS, 67,000							
Shields Evening News (e)	14,612*	6s	£30	A. Dickinson	Northern Press Ltd.	L. G. Gardner (Gen. Man.)	W. H. Sutherland

(Continued on Page 358)

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DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—CONTINUED

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Mgr.
NORTHAMPTON, 105,000							
Chronicle & Echo (e)	52,392*	15s	132	W. Cowper Barrons (Man. Ed.)	Northampton Mercury Co. Ltd.	F. R. Lewis	W. Sewell A. Robertson-Macdonald (Ad. Dir.)
NORWICH, 121,200							
Eastern Evening News (e)	65,874*	£1	£75	P. J. Roberts	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
Eastern Daily Press (m)	57,182*	17/6	137.16	S. Bagshaw	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
NOTTINGHAM, 300,000							
Nottingham Evening News (e)	.....	£1	£176	H. G. Swinburne	The Nottingham Evening News Ltd.		H. H. Lowe
Nottingham Guardian Journal (m)	.....	20s	£160		T. Bailey Forman Ltd.		
Nottingham Evening Post (e)	.....	35s	£280		T. Bailey Forman Ltd.		
OLDHAM, 250,000							
Oldham Evening Chronicle (e)	41,881*	10s	£56		Hirst, Kidd & Rennie Ltd.		
OXFORD, 107,000							
Oxford Mail (e)	33,207*	12/6	£120	W. Harford Thomas	Oxford Mail & Times Ltd.	M. H. Rowntree	G. Dowdell
PLYMOUTH, 210,000							
Western Independent (S)	35,278*	15/.	£90	W. Taylor	Whitfield & Newman Ltd.	E. A. Whitley (Director Man.)	C. H. Chislett
Western Evening Herald (e)	71,527*			J. B. Paterson	The Western Morning News Co. Ltd.		
Western Morning News (m)	66,123*			N. A. T. Vinson	The Western Morning News Co. Ltd.		
PORTSMOUTH, 250,000							
The Evening News (e)	108,324*	27s	£150	E. W. Symonds	Portsmouth & Sunderland Newspapers Ltd.		W. S. Gates
PRESTON, 120,000							
Lancashire Evening Post (e)	125,000*	35s	£308	F. C. Wilford	Provincial Newspapers Ltd.	J. M. Toulmin (Gen. Man.)	M. E. Sharpe
SCARBOROUGH, 46,000							
Scarborough Evening News (e)	13,982*	8s	£70	J. M. Whittaker	Scarborough & Dist. Newspapers Ltd.	F. C. Whittaker	F. W. Burrows
SHEFFIELD, 512,834							
Sheffield Telegraph (m) (8)	106,156†	£1.10s	£264	W. Lyth	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	N. St. J. Stembridge Michael Renshaw (Ad. Dir.)
The Star (e) (8)	223,329†	2.15	£264	E. Gooseman	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	K. H. Askew Michael Renshaw (Ad. Dir.)
SOUTH SHIELDS, 106,605							
Shields Gazette (e)	35,155*	10s	£46	F. Staniforth	Northern Press Ltd	L. G. Gardner (Gen. Man.)	W. H. Sutherland
SOUTHAMPTON, 196,000							
Southern Daily Echo (e)	52,623†	18s	£105	R. C. Andren	Southern Newspapers Ltd.	R. R. Gleave (Gen. Man.)	R. E. Baker
STOKE ON TRENT, 275,095							
Evening Sentinel (e)	120,000†	27/6	£272.5	J. H. S. Tupholme	Staffordshire Sentinel Papers Ltd.	John Thomson	W. C. Parry
SUNDERLAND, 181,515							
Sunderland Echo (e)	90,636	20s	£115	C. Cowley	Portsmouth & Sunderland Newspapers Ltd.	E. S. Hoare (Gen. Man.)	V. H. Dewey
SWINDON, 68,900							
Evening Advertiser (e)	25,308*	10s	£85	David Moore	Wiltshire Newsprs. Ltd.	S. Clayton (Gen. Man.)	E. J. Stroud T. G. N. Pearce (Ad. Dir.)
TORQUAY, 51,000							
Herald Express (e)	22,895*	6s	£50		The Western Times Co. Ltd.	M. B. Scott	
WEYMOUTH, 35,000							
Dorset Daily Echo (e)	18,922†	6s	£35	A. R. Adlam	Southern Newspapers Ltd.	P. H. Thompson (Mgr.)	P. H. Thompson
WOLVERHAMPTON, 162,670							
Express & Star (e)	197,389†	45s	£216	B. D. Whiteaker	Midland News Association Ltd.	Malcolm Graham	L. J. Stallard
WORCESTER, 62,000							
Evening News & Times (e)	32,726*	12.6d	.....	H. P. Robinson & F. B. Greatwich	Berrows Newspaper Ltd.	T. R. Jones	M. H. Davey
YORK, 105,336							
Yorkshire Evening Press (e)	55,541*	17/6	£154	G. R. Hardacre	Yorkshire Herald Newspaper Co. Ltd.	A. J. Bradbury	H. A. Micklethwait

ISLE OF MAN

City, Population, Newspapers	Circulation Certified A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Mgr.
DOUGLAS, 21,000							
Isle of Man Daily Times (m)	3,000	4s	£20	A. H. Rylance	Island Development Co. Ltd.	H. L. Dor	S. Bucuris

SCOTLAND

City, Population, Newspapers	Circulation Certified A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Mgr.
ABERDEEN, 182,714							
Evening Express (e) (8)	80,949†	£1	£90	R. Anderson	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Michael Renshaw (Ad. Dir.) H. Munro
The Press & Journal (m) (8)	75,373†	£1	£176	K. J. Peters	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	C. McIntosh M. Renshaw (Ad. Dir.)
DUNDEE, 175,000							
Evening Telegraph (e)	177,340	22.6d	£84.7.6d		D. C. Thomson & Co. Ltd.		
Courier & Advertiser (m)	.....	35s	£269.10s		D. C. Thomson & Co. Ltd.		
EDINBURGH, 466,761							
Edinburgh Evening News (e)	155,084*	50s	£495	W. D. Barneston	Provincial Newspapers Ltd.	F. R. Lewis (Gen. Man.)	W. A. Glen
Evening Dispatch (e)	65,313	35s	£162.15s	A. Bowman	The Scotsman Publications Ltd.	J. M. Colthart	G. Spencer (Ad. Dir.)
The Scotsman (m)	56,227	60s	£525.10	A. M. Dunnett	The Scotsman Publications Ltd.	J. M. Colthart	G. Spencer (Ad. Dir.)
GLASGOW, 1,089,555							
The Bulletin (m)	152,217*	50s	£217.10s	A. E. L. Webster	George Outram & Co. Ltd.	Sir J. Spencer Muirhead	J. M. Lyons
Evening Times (e)	285,400*	£4	£348	S. L. McKinlay	George Outram & Co. Ltd.	Sir J. Spencer Muirhead	J. M. Lyons
The Glasgow Herald (m)	75,721*	£3	£576	J. Holburn	George Outram & Co. Ltd.	Sir J. Spencer Muirhead	J. M. Lyons
Evening Citizen (e) (1)	224,494*	£3/10	£616	J. E. Campbell	Beaverbrook Newspapers Ltd.		J. F. Clark
Sunday Post (S)	1,000,000	£10	£750		D. C. Thomson & Co. Ltd.		
Daily Record (m) (8)	412,000†	£3	£270	A. Little	Scottish Daily Record & Sunday Mail Ltd.	C. B. Livingstone	H. F. Gillespie
Sunday Mail (S) (8)	650,852†	£5.15s	£517.10s	E. Wason	Scottish Daily Record & Sunday Mail Ltd.	C. B. Livingstone	H. F. Gillespie
GREENOCK, 77,600							
Greenock Telegraph (e)	25,175*	12s	£60	Ian Erskine-Orr	Orr, Pollock & Co. Ltd.	R. J. Erskine-Orr	Miss L. T. Murdoch
PAISLEY, 98,000							
Paisley Daily Express (e)	.....	7.6d	£75	Dan C. Lochhead	Wm. A. Lochhead Ltd.	Dan. C. Lochhead	Allan Carswell

IRELAND

City, Population, Newspapers	Circulation Certified A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Mgr.
BELFAST, 1,500,000							
Belfast Telegraph (e)	.....	45s	£500	J. E. Sayers	W. & G. Baird Ltd.	V. Salter & R. M. Sayers (Joint)	R. Neill
Irish News (m)	44,301	20s	£172	R. Kirkwood	Irish News Ltd.	D. McSparran	E. Cooney
Northern Whig & Belfast Post (m)	.....	25s	£225	B. F. Proudfoot	Northern Whig Co. Ltd.	Col. J. G. Cunningham O.B.E.	J. Cunningham
DUBLIN, 634,000							
Evening Herald (e)	110,406†	20s	£200	T. L. Nivison	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Sunday Independent (S)	338,852†	45s	£500	H. G. C. Legge	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Irish Independent (m)	171,642†	35s	£400	F. J. Geary	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
The Irish Press (m)	130,908	35s	£340	F. Carty	Irish Press Ltd.	V. De Valera	C. J. Furlong
The Sunday Press (S)	378,230	45s	£500	M. Feehan	Irish Press Ltd.	V. De Valera	C. J. Furlong
Evening Press (e)	96,471†	20s	£200	D. Gageby	Irish Press Ltd.	V. De Valera	C. J. Furlong
Dublin Evening Mail (e)	64,522*	15s	£150	Joseph Anderson	Mail Publications Ltd.	J. C. Dann	W. R. Sugg
The Irish Times (m)	35,991†	28s	£270	W. A. Newman	The Irish Times Ltd.	G. E. Hetherington	M. Miller

DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—CONTINUED

IRELAND—Continued

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
CORK, 112,000							
Cork Evening Echo (e)	30,687† 9s		£90	P. J. Kelly	Thos. Crosbie & Co. Ltd.		T. Looney
Cork Examiner (m)	45,553† 17s.6d		£180	P. F. Dorgan	Thos. Crosbie & Co. Ltd.		W. O'Neill

CHANNEL ISLANDS

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
GUERNSEY, 45,000							
Guernsey Evening Press (e)	10,952* 8/6		£84.3	F. H. Roussel	Guernsey Press Co. Ltd.	G. le G. Peek	C. S. Gardner
JERSEY, 60,000							
Jersey Evening Post (e)	16,651 9s		£100	A. G. Harrison	W. E. Guiton & Co. Ltd.		E. J. Le Cornu

WALES

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
CARDIFF, 243,632							
South Wales Echo (e) (8)	145,612† £2		£352	Appt. pending	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	S. P. Davies Michael Renshaw (Ad. Dir.)
Western Mail (m) (9)	90,504† £1.5s		£220	David Cole	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	W. Edmondson Michael Renshaw (Ad. Dir.)
NEWPORT, 105,000							
South Wales Argus (e)	49,086† 15s		£120	K. Loveland	South Wales Argus Ltd.		A. K. Harrop
SWANSEA, 160,832							
South Wales Evening Post (e)	76,000† 20s		£200	Froom Tyler	Swansea Press Ltd.	W. M. Leleu	J. L. Knowles

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS

ALDWYCH CLUB: Secretary, B. C. Taylor, 18 Exeter Street, London W. C. 2. Telephone: Temple Bar 5107 and 4885.

THE AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., 7 York Buildings, Adelphia, London, W. C. 2. Telephone Trafalgar 3323-7. Objects: To further and develop Anglo-American trade in every way possible with special preference to the specific business interests of its members. Publications: "Anglo-American News" and "Anglo-American Year Book." President: Arthur H. Elliot (Iricon Agency Ltd.); First Vice-President: James E. Currie (Stevenson, Jordan & Harrison Ltd.); Second Vice-President: Greer W. Orton (The Texas Co. (Iran) Ltd.); Hon. Treasurer: Hubert B. Chappell (The Hanover Bank); Hon. Secretary: Alexander C. Kerr (Lykes Lines Agency Inc.); Directors: Fayette W. Allport (Motion Picture Assn. of America Inc.), Philip A. Barrus (E. P. Barrus (Concessionaires) Ltd.); H. A. Benedict (Armco Ltd.); Putnam Eaton, C. B. E. (Swift & Co. Ltd.); Samuel Eckman, Jr., C. B. E. (Metro-Goldwyn-Mayer Pictures Ltd.); L. Brooke Edwards (Baldwin-Lima-Hamilton Corp.); H. W. Fisher (Standard Oil Co. (New Jersey)); Carl W. Hayden (First National City Bank of New York); W. M. Ittmann (Thomas Hedley & Co. Ltd.); Gilbert F. Kennedy (Breed, Abbott & Morgan); Benjamin King; James O. Leet (Pan-American World Airways); Dr. Edward L. Lloyd (A. C. Nielsen Co. Ltd.); L. M. Masius (Masius & Fergusson Ltd.); Rear Admiral Tully Shelley, C. B. E., U. S. N. (Retd.) (The Lummus Co. Ltd.); O. G. Voss (International Harvester Co. of Gt. Britain Ltd.); John A. Williamson (The Carborundum Co. Ltd.); Tarleton Winchester (United States Lines); F. T. Wyckoff (American Foreign Insurance Association).

ASSOCIATION OF BRITISH MANUFACTURERS OF PRINTERS MACHINERY: Chairman: Ernest A. Timson, M.B.E., (Timsons Ltd.) Secretary: V. T. W. Stanton, A.C.I.S. Office: Clifford's Inn, Fleet Street, London, E.C. 4.

AUDIT BUREAU OF CIRCULATIONS LTD. (By guarantee) 40/43, Chancery Lane, London, W. C. 2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing thereof to all subscribing members of the Bureau at definite and regular intervals. The Bureau has fixed standard forms and methods of ascertaining net sales figures-and in the case of Technical and Trade Journals, accredited free circulation also-of all publications that charge for advertising space. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council: G. S. Strode (BBC Publications) Consulting & Advisory Accountants: Price Waterhouse & Co.; Secretary: G.S.M. Brand, C. A. Membership subject to election by Council. Open to Advertisers, Advertising Agents and Publishers. Subscriptions: Advertisers, flat rate of £3.3s. Od. per annum; Advertising Agencies, flat rate £6.6s. Od. per annum; Publishers, Subscriptions graded according to net sales figures. Full details of membership obtainable from Secretary, address as above. Holborn 7538. Tel. Auditburo, West Central, London.

BIRMINGHAM PRESS CLUB: 9 Bull Street, Birmingham. Chairman: F. S. Fearon; Secretary: W. G. Wanklyn.

BRITISH DIRECT MAIL ADVERTISING ASSOCIATION: 53, Victoria Street, London, S.W. 1. Abbey 5334. President: Sir Frederick Rowland; Chairman: Mr. W. A. S. Camp; Treasurer: Mr. R. E. Williams; Secretary; Mr. Laurence Springett. Objects: To impress on Government Departments the value to the Nation of Direct Mail Advertising—and to obtain concessions particularly from the Post Office. (N.B. This Association was responsible for the adoption of the business reply card system). To promote public interest in direct mail advertising; to maintain good relations with the press; to ensure that reliable mailing lists and information about them are available to members (e.g. endeavouring to secure use of official lists); to maintain a reference library of direct mail advertising; to promote the interchange of ideas and exchange of direct mail advertising, and to supply criticism and advice; to investigate undesirable practices by users or producers of direct mail advertising, and to supply confidential information to members; to hold luncheon or other meetings to discuss subjects of interest to members.

BRITISH FEDERATION OF MASTER PRINTERS: 11 Bedford Row, London, W.C.1. An employers' members organization of over 4,000 representing the general printing industry of Great Britain and Eire. Affiliations to it include kindred organizations in this country and organization of master printers in the British Commonwealth. The principal objects of this body are to organize employers in the industry and take collective action on their behalf; to improve its status and give its members all help compatible with the interest of the industry; to co-operate with trade unions in the industry, and to negotiate agreements on wages and conditions of employment; to deal with matters of legislation and to keep its members and the public informed about the industry; to encourage its members to adopt uniform and scientific costing, and generally to perform the functions of a trade association. President: Rt. Hon. Lord McCorquodale of Newton, P. C., Vice-President: J. G. Medcalf; Secretary: L. E. Kenyon, C.B.E., A.C.A.; Assistant Secretary: C.W.D. Alister.

BRITISH POSTER ADVERTISING ASSOCIATION: 48, Russell Square, London W.C.1. Objects: The publication of directory and trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. President: Ald. J. Bleakley J. P. (Manch.); V. Pres. S. C. F. Allen (Liverpool).

THE COMMONWEALTH PRESS UNION: 154 Fleet Street, London, E.C.4. An organization of proprietors of newspapers, periodicals and news agencies throughout the British Commonwealth, with autonomous sections in the major countries. Sec.-Genl.: Evert Barger; Pres. & Chairman: Lord Astor of Hever; Vice-Chairman: Maj.-Gen. Lord Burnham, C.B., D.S.O., M.C.

THE CRITICS CIRCLE, 1957-58. President: Cyril Beaumont (Sunday Times); Vice-President: Philip Hope-Wallace (Manchester Guardian); Hon. Secretary: Matthew Norgate (B.B.C.); Hon. Treasurer: A. E. Wilson; Secretary's Address: 7, Lloyd Square, London, W.C.1.

FEDERATION OF MASTER PROCESS ENGRAVERS; Lion House, 75 Red Lion Street, London, W.C.1. Secretary: Norman Harrison; President: D. J. M. Lowe (Direct Photo Engr. Co. Ltd.); Objects: to protect and watch the Photoengraving Industry's interests. To promote fair trading, settle disputed points of custom, to take concerted action to protect members interests, to formulate and maintain a standard minimum scale of charges for the products of members. To procure and supply information to members relating to the photoengraving industry. To regulate relations between employers and employes and be a body for intercommunication in trade disputes. To co-operate with other association having similar objects.

GUILD OF BRITISH NEWSPAPER EDITORS: Whitefriars House, Carmelite Street, London, E.C.4. President: L. Crisp (Middlesex Advertiser); Secretary-Treasurer: H. R. Davies: Objects: To protect the rights and freedom of the press; to raise and safeguard the professional status of editors; to provide facilities for information and discussion on practical problems of editorship; to promote the mutual and common interests of members; and to improve the education and training of junior journalists.

INCORPORATED SALES MANAGERS' ASSOCIATION: 51 Palace St., S.W.1. Objects: The general discussion and exchange of ideas making the principles of sales management more widely known and more effectively practised. The Association was founded in 1911 and since 1928 has been an examining body in sales management. Director & Secretary: D. R. Griffiths; President: The Rt. Hon. The Earl of Woolton, C.H.; Chairman: Arnold Lucas, M.C.; Vice-Chairman: Col. J. Neilson Lapraik, D.S.O., O.B.E., M.C., T.D.; W. R. Bowden, J. L. A. Hogg; Hon. Treasurer: Col. J. Neilson Lapraik. Branches of the Association at London, Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield, Leicester, Hull, Cardiff, Nottingham, Edinburgh, Preston, Beds., Herts., & Cambs., Royal Counties, Coventry, Tees-side & S. W. Durham, Ireland & North Staffordshire.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD.: 45 Hertford, London, W.1. Aims: To enable advertisers, through the Society, to speak with one voice and act with one purpose; to promote sound, ethical and economic principles of advertising and to formulate codes and standards of advertising practice wherever they are required; to oppose vigorously any unfair legislation or unreasonable restriction directed at advertising. President: Clifford J. Harrison (Horlicks Ltd.); Chairman of Executive: Leslie Harden (North Thames Gas Board); Director: Commd. D. C. Kinloch, D.S.O.C.B.E.; General Secretary: L.H.S. Chevallier.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: 69, New Oxford Street, London W.1. Founded in April 1910 to support and protect the status and interests of the profession of Advertisement consultants. Secretary: William T. Moss; President: G. Gordon Hargrave; Vice-Presidents: E. Marshall Hardy, W. Buchanan Taylor, William T. Moss, Bertram E. Kent. Council: G. Warden, C. J. Rose, Chas. M. Symes, Lewis Hart.

INSTITUTE OF PRACTITIONERS IN ADVERTISING: 44, Belgrave Square, London, S.W.1. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure co-operation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership all the leading advertising agencies practising in Great Britain and Ireland. It has five classes of membership: Incorporated Practitioners in Advertising; Registered Practitioners in Advertising; Fellows; Members and Associate Members. President: Douglas M. Saunders, M.C., F.I.P.A. (J. Walter Thompson Co. Ltd.); Past-Presidents: Lt. Col. Alan M. Wilkinson, D.S.O., F.I.P.A. (The London Press Exchange Ltd.); Hubert A. Oughton, F.I.P.A. (W. S. Crawford Ltd.); Hugh T. Appleton, F.I.P.A. (John Haddon & Co. Ltd.); C. Harold Vernon, F.I.P.A. (C. Vernon & Sons Ltd.); Norman Moore, M.A., F.I.P.A. (S. H. Benson Ltd.); Hon. Treasurer: R. C. Sykes, F.I.P.A. (The London Press Exchange Ltd.); Hon. Secretary: Sinclair Wood, O.B.E., F.I.P.A. (F. C. Pritchard Wood & Partners Ltd.); Director: J. P. O'Connor, F.C.I.S.; Secretary: John C. Baun.

THE INSTITUTE OF JOURNALISTS: 2-4 Tudor Street, London, E.C.4. A Professional Organisation incorporated by Royal Charter 1890 for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as foreign members. Subscription 105s. per annum. Foreign Members 21s. per annum. General Secretary: Stewart Nicholson, F.J.I.; President: H. Roy Wiltshire, F.J.I.; Vice-Presidents: R. M. Lester, F.J.I., Alex Boath, F.J.I.; Hon. Chaplain; Rev. C. M. Armitage, M.V.O., M. A. Rector of St. Bride's, Fleet Street.

LONDON MASTER PRINTERS ASSOCIATION: Secretary: P. Glennie Smith, M.A., 11, Bedford Row, London, W.C.1.: President: H. W. Underhill, (Eden Fisher & Co. Ltd.); Vice-Presidents: C. L. Hunt (Kennerley Press Ltd.); R. W. Mountain, (Wightman & Co. Ltd.); Hon. Treasurer: J. Graham Williams (Williams, Lea & Co. Ltd.)

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies' Act as a Trade Protection Association in 1891. President: R. J. Hunt (Hannams Poster Advertising Ltd.)

MANCHESTER PUBLICITY ASSOCIATION: President: Mr. E. A. Paessler, Entwistle & County Photo Engravers Ltd., Manchester. Chairman: Mr. M. McMillan, Advertisement Director, Manchester Guardian and Evening News Ltd., Manchester; Hon. Treasurer: Mr. John Newton, John Newton Publicity Ltd., Manchester; Hon. Secretary: Mr. Oswald Dearden, Assistant Manager, Manchester Evening News Ltd.; Vice-Presidents: Mr. Eric Schofield; Alderman J. Bleakley; Mr. N. N. Jones; Mr. John Newton; Mr. E. A. Paessler; Mr. F. John Roe; Mr. Derek J. Roe; Council: Mr. A. R. Fasham; Mr. David W. Wicks; Mr. D. Buckland-Smith; Mr. W. McMillan; Mr. W. E. Hill; Mr. R. Highland Longdon; Mr. D. W. Kitching; Mr. F. Hayes; Mr. R. A. Howat; Mr. A. M. Burnett-Stuart; Mr. Keith Sykes; Mr. Raymond Thompson.

THE NATIONAL UNION OF JOURNALISTS: 22, Great Windmill Street, London, W.1. Telephone: Gerrard 7267-8. Registered as a trade union, the N.U.J. now has a membership of over 14,000 working journalists. Persons able to exercise the powers of an employer in the appointment of discharge of journalists are not eligible for election to membership. General Secretary: H. J. Bradley; President: T. Bartholemew; Hon. General Treasurer: H. D. Moxley. Editor of "The Journalist" (the official organ) G. A. Hutt, London.

NEWSPAPER PRESS FUND: Bouverie House, Fleet Street, London E.C.4. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer: F. G. Lavers; Secretary: S. C. Reynolds; Auditor: Deloitte, Plender, Griffiths & Co.

THE NEWSPAPER PROPRIETORS' ASSOCIATION LTD.: 85 Fleet Street, London, E.C.4. Membership is open to the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman: The Viscount Rothermere (Associated Newspapers); Vice-Chairman: Lord Burnham (Daily Telegraph and Morning Post); Secretary: Bernard Alton, M.V.O., F.C.I.S.; Labor Adviser: L. J. Cumner.

THE NEWSPAPER SOCIETY: Whitefriars House. Carmelite Street, London, E.C.4. Director and General Secretary: H. R. Davies. Founded in 1836, the Newspaper Society represents the owners of daily and weekly newspapers published in the Provinces of Great Britain and Suburbs of London. From 1917 it has undertaken the representation of its members in labor matters and been a party to negotiations on wages, hours, and general conditions of labor, affecting all grades of workers in the industry. The objects of the Society are, briefly, to further the interests of newspaper production by every practicable means, and to secure co-operation in dealing with problems affecting the industry in the broadest sense. To further these objects local associations have been formed with the fullest measure of autonomy in all local affairs, but receiving the support of and acting with the Society where matters of interest to the industry as a whole are brought into question. The arrangement of joint action where newspapers are threatened with legal proceedings, advice on the status of advertising agents, the promotion of local newspaper advertising/readership research, a continuous watch over the activities of the many Government Departments whose regulations affect the Press and upon legislative proposals are but a few of the many services which the Society places at the disposal of its membership. In 1928, under the Society's auspices, a pension fund for newspaper employees was launched under the title of the Newspaper and Printing Industries Pension Fund Ltd., although it is an independent body and registered as an Industrial and Provident Society, the Director of the Newspaper Society is Secretary of the Fund, and most of the member-firms are, of course, members of the Newspaper Society. In 1932, at the request of Provincial newspaper proprietors who desired to have a central organization to assist them when troubled with libel actions, the Newspaper Mutual Insurance Society Ltd., was registered and the first policy was issued in July of that year. A confidential Monthly Circular and a monthly advertising promotion service is issued to members, whilst on matters of urgency circular letters are frequently issued to members affected.

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BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS—Continued

(Continued from Page 359)

PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, Londson W.W.1 consists of representatives of newspapers and news agencies in Great Britain, Ireland, the Commonwealth and the Dominions who have regular access to the Press Galleries of the Houses of Parliament. Its affairs are administered by a committee, elected by its members and recognised officially by the authorities of both Houses. The Gallery premises in the Palace of Westminster include writing rooms, library, lounge and dining and refreshment rooms for the exclusive use of members. These amenities are made available to foreign journalists, who are admitted to a separate gallery in the Houses of Commons. The Press Gallery possesses a valuable collection of pictures of historical interest. Chairman: Roland Fox (B.B.C.); Vice-Chairman: M. S. Nutt (Daily Express); Hon. Secretary: C. M. Arthur (Press Association); Hon. Treasurer: Edgar Hartley (Kemsley Newspapers); Hon. Joint Librarians: George Lochhead (Glasgow Bulletin) & Arnold Turvey (London Evening News).

THE PERIODICAL PROPRIETORS ASSOCIATION LTD.: Imperial House, Kingsway, London W.C.2. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable in matters affecting their general interests. It has abundantly justified its existence. President: H. W. Yoxall; M.C.J.P. (Conde-Nast Pub. Ltd.).

PRESS ADVERTISEMENT MANAGERS ASSOCIATION: Hon. Secretary: W. A. Goodale, East Anglian Daily Times, 107-111 Fleet Street, E.C. 4. President: Ernest J. Hayes, Northern Whig, 143, Fleet Street, London, E.C.4.; Hon. Treasurer: Reg. Cooper, Bristol Evening Post, 80, Fleet Street, London, E.C.4.

THE PRESS CLUB: St. Bride's House, Salisbury Square, London, E.C.4. Established 1882. Secretary: A. Lazenby; President: The Lord Astor of Hever; Chairman: Thomas H. Mcarthur.

PRINTING & KINDRED TRADES FEDERATION: 60, Doughty Street, London, W.C.1. General Secretary: J. Fletcher, C.B.E; Assistant General Secretary: G. G. Eastwood; Assistant Secretary: E. McShee; President: W. A. Morrison. A federation of 'properly constituted Trade Unions connected with the Printing and allied trades, including the newspaper publishing side'. Objects include the prevention, as far as possible, of the occurrence of strikes, and in the event of disputes arising to encourage the settlement of such disputes by amicable means, and to conduct research and inquiry work in the interest of those engaged in the printing industry.

THE PRINTING, PACKING AND ALLIED TRADES RESEARCH ASSOCIATION: Patra House, Randalls Road, Leatherhead Surrey. President: Sir Denis Truscott, T. D. (Brown Knight & Truscott Ltd.); Vice-Presidents: Col. The Lord Astor of Hever (The Times Publishing Co. Ltd.), Dr. C. H. Clarke, O.B.E., Sir Guy Harrison (Harrison & Sons Ltd.), Sir Robert Leighton (Leighton-Straker Bookbinding Co. Ltd.); Chairman: Sir James Waterlow, Bart. M.B.E., T.D.; Vice-Chairmen: Douglas Hunt (Hunt Partners Ltd.), G. B. Scott (W. S. Cowell Ltd.); Hon. Treasurer: R. G. Connell, M. A. (Metal Box Co. Ltd.): Director of Research: Dr. V. G. W. Harrison. F. Inst. P.; F.R.P.S.; F.I.E.S.; Secretary: K. N. Hoare, M.A.

PUBLICITY CLUB OF CARDIFF: President: D. R. Edwards, S.P.; Hon. Secretary: K. Rowland Harris, Times Office, Penarth, Nr. Cardiff. Telephone Penarth 67. Luncheon meetings monthly. Membership mixed. Annual Subscription £1.1s.

THE PUBLICITY CLUB OF LEEDS: Great Northern Hotel, Leeds 1. (Meetings only) Headquarters: The Yorkshire Post, Leeds 1. President: Robert Barr; Vice-Presidents: Charles Crabtree, Robert W. Crabtree, J.P., W. Gilchrist, Frank Heywood, E. V. Roberts, B. Com., A.C.A., Cecil Robinson, Basil Sheldon, Norman V. Watson; Chairman: J.R.W. Worrall; Vice-Chairman: J. M. Kirwin; Executive Committee: Miss R. Barnes, W. Diggle, Charles H. Dyson, E. V. Gilliat, J. R. Fill, J. M. Kirwin, R. S. Lindgren, Miss E. MacEwen, S. J. Minson, M.A.A., A. Emmerson, Wm. C. Strachan, J. R. Wayne, Michael Wilson, M.A.A., E. A. Mills; Hon. Secretary: S. J. Minson, M.A.A., Hon. Treasurer: Charles H. Dyson.

PUBLICITY CLUB OF LONDON: Chairman: Martin Pick, B.Sc. (Eng.), F.L.A.M.A.; Hon. Secretary: John F. Derry, Gloucester House, 19, Charing Cross Road, London, W.C.2. Telephone: Whitehall 5969.

THE PUBLICITY CLUB OF HULL: President: A.C. Buck; Chairman: F. R. Harrison; Secretary: L.F. Larkin, Carmichaels, Hull. Meetings held at the Royal Station Hotel the third Wednesday in the month.

SOCIETY OF WOMEN WRITERS AND JOURNALists: Hon. Secretary: Miss B. A. Freeman, 46, Davenport Road, Catford, S.E.6.; President: Miss Joyce Grenfell, O.B.E.; Chairman: Miss Phyllis Deakin; Vice-Chairman: Miss Elizabeth Harvey; Hon. Treasurer: Miss G. A. Colbrook. Organ of the Society "The Woman Journalist" free to members only.

WOMEN'S ADVERTISING CLUB OF LONDON: Hon. Secretary: Miss Iris Franklin (G. S. Royds Ltd.), Royds House, 5-7, Mandeville Place, London, W. 1.; President: Miss Doris Edmondson (Crosse & Blackwell Ltd.), 20, Soho Square, London, W. 1. Qualifications for Membership: Women must have held executive position in advertising for three years. Membership, by invitation only, is limited to 50.

THE WORSHIPFUL COMPANY OF STATIONERS and NEWSPAPER MAKERS: Stationers Hall, London E.C.4. Clerk: G. St P. Wells.

ADVERTISING AGENCIES OF GREAT BRITAIN

This list of British Advertising Agencies is composed of firms who are members of (a) The Institute of Incorporated Practitioners in Advertising, and/or (b) of the British Advertising Association. In the lists of Incorporated and Registered practitioners in Advertising those agencies marked • are also members of the Advertising Association and are therefore not included in the list of members of the Advertising Association.

All addresses are for city of London unless otherwise noted.

INCORPORATED PRACTITIONERS

•FREDERICK ALDRIDGE LTD.
1, Whitefriars Street, E.C. 4
•STEWART ALEXANDER ADVERTISING AGENCY
Legal & General Assurance Buildings
Waterloo St., Birmingham, 2.
•ALLARDYCE PALMER LTD.
109 Kingsway, W.C.2.
•R. ANDERSON (ADVERTISING) CO. LTD.
14, King William IV Street, Strand W.C.2
•ARKS PUBLICITY LTD.
34, John Street, W.C.1
ARMSTRONG-WARDEN LTD.
69, New Oxford Street, W.C.1.
•ASHBURNERS LTD.
103.Portland Street, Manchester 1.
•AUGER-TURNER LTD.
Autur House, 40, Gerrard Street, W.1.
•AUSTEN-JOHNSON ADVERTISING LTD.
44, Old Bond Street, W.1.
•CHARLES BARKER & SONS LTD.
Gateway House, 1, Watling Street, E.C.4.
BARKER, DRABBLE & CO.
Bank Chambers, 329 High Holborn, W.C.1.
•E. W. BARNEY LTD.
4, New Court, Lincoln's Inn, W.C.2.
•ALFRED BATES & SON LTD.
130 Fleet Street, E.C.4.
•BENNETT WILLIAMS (ADVERTISING) LTD.
15a, Westgate, Bradford, 1.
S. H. BENSON LTD.
Kingsway Hall, Kingsway, W.C.2.
•BIDDLE BROS. (ADVERTISING) LTD.
295 Highfield Road, Hall Green, Birmingham 28
•CLIFFORD BLOXHAM & PARTNERS LTD.,
Lion House, Red Lion Street, W.C.1.
H. E. BOULTER PUBLICITY, LTD.
Stentor House, 16 Moncrieffe Rd., Sheffield 7.
•ROBERT BRANDON & PARTNERS LTD
47 Albemarle Street, W.1.
BROCKIE, HASLAM & CO.
Thanet House, 231-232 Strand W.C.2.
•L. GRAHAM BROWNE ADVERTISING LTD.
1 Hagley Road, Birmingham 16.
T. B. BROWNE LTD.
117 Piccadilly, W.1.
•BASIL BUTLER COMPANY LTD.
78 Brook Street, W.1.
•R. S. CAPLIN LTD.
128 Park Lane, W.1.
•C. R. CASSON LTD.
6, Aldford Street, W.1.
•CAVENDISH PUBLICITY SERVICE LTD.
Faraday House, 8 Charing Cross Road, W.C.2.
•CENTRAL ADVERTISING SERVICE LTD.
Panton House, 25, Haymarket, S.W.1.
J. K. CLAYTON ADVERTISING AGENCY, LTD.
Royal Central Chambers, Windmill Street, Manchester 2.
COLMAN, PRENTIS & VARLEY LTD.
34 Grosvenor St. W. 1.
ALEXANDER COX LTD.
1, Lincoln's Inn Fields, W.C.2.
•CRAVENS ADVERTISING LTD.
42 Leazes Park Road, Newcastle-upon-Tyne, 1.
W. S. CRAWFORD LTD.
233 High Holborn, W.C.1.
•DAVIES & CO.
95 Bishopsgate, E.C.2.
•STANLEY D. DICKSON
Marlborough House, 4 Marlborough Road, Sheffield 10.
•ARTHUR S. DIXON LTD.
7 Savile Row, W.1.
•DOLAN, DAVIS, WHITCOMBE & STEWART LTD.
6-10 Bruton Street, W.1.
DORLAND ADVERTISING LTD.
Dorland House, 18-20 Regent Street, S.W.1.
ERWIN WASEY & COMPANY LTD.
Brook House, Park Lane, W.1.
•ERWOODS LTD.
211 Piccadilly, W.1.
EVERETTS ADVERTISING LTD.
10 Hertford Street, W.1.
FOOTE, CONE & BELDING LTD.
27, Hill Street, Berkeley Square, W.1.
•THE S. T. GARLAND ADVERTISING SERVICE LTD.
51-52 Mount Street, W.1.
•GEE ADVERTISING LTD.
Welford Road & Carlton Street, Leicester
GENERAL ADVERTISING COMPANY OF LONDON LTD.
18 Charing Cross Road, W.C.2.
•E. WALTER GEORGE LTD.
25, Lower Belgrave Street, S.W.1.
•GILBERT ADVERTISING SERVICES LTD.
Hastings House, Norfolk Street, Strand, W.C.2.
•GLOVERS ADVERTISING LTD.
Mark Lane, Bristol 1.
GODBOLDS LTD.
General Buildings, Aldwych, W.C.2.
•GORDON & GOTCH ADVERTISING LTD.
Mercury House, 20 St. Bride Street, E.C.4.
•TOM C. GOUGH & PARTNERS LTD.
13 Colmore Row, Birmingham, 3.
•GRAHAM & GILLIES LTD.
37-38 Golden Square, W.1.
•HERBERT GREAVES LTD.
6 Booth Street, Manchester 2.
•GREENLYS LTD.
9, Berkeley Street, W.1.
•JAMES M. GREENWOOD ADVERTISING LTD.,
Greenwood House, Salisbury Court, Fleet Street, E.C.4.
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21 Soho Square,W.1.
HENRY SQUIRE & CO.
Canada House , 4-5 Norfolk St., Strand,W.C.2.
CHARLES STANLEY & PARTNERS LTD.
233-235 London Road, Sheffield.
STOREY EVANS & CO. LTD.
Rawdon, Leeds, Yorkshire.
S. F. & PARTNERS LTD.
4a Bloomsbury Square, W.C.1.
STOWE & BOWDEN LTD.
3 Parsonage, Manchester 3.
STUART HIRST LTD.
Survey House, 15 Bond St., Leeds 1.
TECHNICAL DESIGNS LTD.
46 Brook Street, London, W.1.
TECHNICAL PUBLICITY
22a Queen Anne's Gate, S.W.1.
THAMES ADVERTISING SERVICE LTD.
Chronicle House,72-78 Fleet St., E.C.4.
H. D. TODD (ADVERTISING) LTD.
125 Buchanan St., Glasgow,C.1.
TOPICAL ADVERTISING SERVICE
183 West George Street, Glasgow
THE J. P. TOUHEY ADVERTISING AGENCY
Elswick Chambers, 34 Dean St., Newcastle-upon-Tyne 2.
UNITED KINGDOM ADVERTISING CO. LTD.
25 Shaftesbury Avenue, W.1.
ERWIN WASEY & CO. LTD.
Brook House, Park Lane, W.1.
WELLS ADVERTISING
Publicity House, Limestone Road, Belfast, North Ireland.
WEST ADVERTISING LTD.
30, Milsom Street, Bath.
WHITEHALL ADVERTISING AGENCY
Whitehall Road, Leeds 12.
WILLIAMS ADVERTISING OFFICES
29 Kirkgate, Bradford, Yorks
WILLING & CO. LTD.
356-364 Gray's Inn Road, W.C.1.
JOHN WILLIS ADVERTISING LTD.
40 Kinr St., West, Manchester 3.
DIGBY WILLS LTD.
113, High Holborn, W.C.1.
YARDLEY & CO. LTD.
33, Old Bond Street, W.1.
B. C. YOUNG
6 Melville St., Edinburgh 3.

U. S. Investments in Australia Growing Rapidly

With its sound economy, stable politics, natural resources and a growing population Australia has been a great attraction for investment by overseas manufacturers that has grown steadily each year. The growth of investments from United States has been most significant, and today it represents 30% of the flow of overseas capital to Australia. Reliable figures of the extent of U. S. investments in Australia are not readily available, but official figures estimate values from a depreciated book value of 240 million dollars to a value in terms of current cost of replacement of 600 million dollars.

Australia has encouraged and welcomed overseas capital when intended for long term investment that will—help in the balanced development of Australian resources, or to assist the balance of payments by reducing imports or increasing exports. This is being achieved by a levelling off of imports of manufactured lines and at the same time developing a gradual growth in exports, particularly to the Pacific and South East Asian markets.

No restrictions are imposed on capital remittances into Australia, and likewise net earnings may be remitted from Australia without restriction. As a further encouragement of overseas investments Australia has negotiated a taxation agreement with U.S.A. designed to provide appropriate relief of taxation in one country where it is required to be paid in the other country.

Just over 800 U. S. Companies have directly and indirectly become engaged in Australian manufactures covering the widest-possible range of products. The most important fields are engineering (motor vehicles, agricultural machinery and construction and earth moving equipment), chemicals (particularly pharmaceutical and toilet preparations), food processing, textiles, and oil refining industries. An outstanding example is General Motors, who in addition to the manufacture of certain component parts of their regular lines have also extended the production of their locally-built Holden car to 100,000 units per year for both the local and export market. Many other well known U. S. industrial organisations have also made spectacular progress in the local development of their respective products in Australia. In the retail field, Sears Roebuck have, in a short period, made rapid expansion with stores throughout the island continent.

The increase in population of Australia—both by natural increase and migration—has been a contributing factor in Australia's prosperity, and with backlogs of goods and services, as the result of the 1939-45 war years, a high level of demand is evident.

This overall prosperity is having its beneficial effect on advertising in Australia, and in turn newspapers and magazines, along with other media, have experienced profitable trading despite the fact that TV in 1957 made its debut as a new medium. Publishers' profitable trading has been achieved by increases in selling prices of their newspapers and magazines and in adjustments to advertising rates which, whilst these increases have had some effect on circulations and in advertising volume in terms of space, it has not been of sufficient consequence to affect profitable trading. The one calamity in the newspaper world of Australia during the year was the closure of the Melbourne morning daily, The Argus which, after 111 years, ceased publication in January, 1957, through being unable to stand up to competition with its two other rival morning papers.

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATION, RATES—Continued

NEW SOUTH WALES

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ALBURY, 17,510							
Border Morning Mail (m)	14,748	10/-			The Border Morning Mail Pty. Ltd.	M. C. Mott	
BATHURST, 16,590							
National Advocate (m)	3,089	10/-		L. Jagoe	The Bathurst National Advocate Newspaper Printing & Publishing Co. Ltd.	A. R. Read	T. P. Croft
Western Times (e)	2,000	10/-		W. L. Dow	Bathurst Times Ltd.	R. K. Dow (Bus. Mgr.)	
BROKEN HILL, 32,170							
Barrier Daily Truth (m)	6,854	11/3			Workers Industrial Union	J. G. Hoban (Bus. Mgr.)	
Barrier Miner (e)	7,635	10/-		A. C. R. Hay	News Ltd.		R. Turner
CANBERRA, A.C.T., 33,097							
The Canberra Times (m)	8,473	10/-		L. P. Young	The Federal Capital Press of Australia Ltd.	A. T. Shakespeare	
CASINO, 8,130							
Richmond River Express (e)	2,049	8/-		R. Tomlinson (Managing Ed.)	Casino Newspaper Pty. Ltd.		
GOULBURN, 20,310							
Evening Post (e)	5,945	9/-			Daniel Bros. & Pty. Ltd.	J. A. Daniel	G. F. Stallard
GRAFTON, 14,590							
The Daily Examiner (m)	6,594	10/-		W. Bailey-Tart	The Daily Examiner Pty. Ltd.		
LISMORE, 17,820							
The Northern Star (m)	13,959	10/-		D. C. Murray	Northern Star Ltd.	L. T. Warrick (Gen. Mgr.)	
LITHGOW, 15,110							
Mercury (e)	4,772	9/-			Lithgow Mercury Pty. Ltd.	E. J. Taylor	
MAITLAND, 21,980							
The Maitland Mercury (e)	6,842	10/-		R. H. Woodlands (Managing Editor)	The Maitland Newspaper & Printing Co. Pty. Ltd.		
MURWILLUMBAH, 6,758							
Daily News (m)	5,251	10/-		R. M. Curnow (Managing Editor)	The Tweed Newspaper Co. Pty. Ltd.		
NEWCASTLE, 185,250							
Newcastle Herald (m)	50,560	17/9		E. K. Lingard	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
Newcastle Sun (e)	32,499	15/6		H. D. Little	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
ORANGE, 18,780							
The Central Western Daily (m)	4,845	9/-			Western Daily Pty. Ltd.	D. McGregor (Mgr.)	
SYDNEY, 1,935,880							
The Sydney Morning Herald (m)	307,000	65/-		J. M. D. Pringle	John Fairfax & Sons Pty. Ltd.	R. A. Henderson	K. J. Unsted
Daily Telegraph (m)	307,000	69/-		J. K. Watson D. R. McNicoll (Ed-in-chief)	Consolidated Press Ltd.	F. Packer	D. C. Jolly W. J. Dowsett (Ad. Director)
Daily Mirror (e)	284,829	70/9		J. B. Toohey M. Gallard (Ed. Dir.) J. Blunden (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	D. L. Manuel
The Sun (e)	314,744	70/9		L. Clinch	Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Sun-Herald (S)	617,964	110/11			John Fairfax & Sons Pty. Ltd. & Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Truth (S)	515,261	99/3		M. Gallard (Ed. Dir.) J. Blunden (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	D. L. Manuel
Sunday Telegraph (S)	581,000	113/9		J. K. Watson D. McNicoll (Ed-in-Chief)	Consolidated Press Ltd.	F. Packer	D. C. Jolly W. J. Dowsett (Ad. Dir.)
TAMWORTH, 14,210							
Northern Daily Leader (m)	12,326	13/-		A. Thorley	The Tamworth Newspaper Co. Pty. Ltd.	H. Joseph	
WAGGA WAGGA, 19,990							
Daily Advertiser (m)	11,122	10/-		L. Ward (Man. Ed.)	A. & F. Sullivan		
WOLLONGONG, 101,420							
Illawarra Daily Mercury (m)	8,458	10/-		A. Cragg	Illawarra Newspapers Pty. Ltd.	W. S. Musgrave (Gen. Mgr.)	

QUEENSLAND

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BRISBANE, 527,500							
The Courier Mail (m) (6)	219,847	49/-		T. C. Bray (Ed-in-Chief)	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Brisbane Telegraph (e)	151,865	46/-		J. Wakefield	Telegraph Newspaper Co.	W. R. McDonald (Gen. Mgr.)	K. C. Hardy
The Sunday Mail (s) (6)	282,366	60/-		E. R. Jackson	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Truth (s)	192,502	49/-			Truth & Sportsman Ltd.	Ezra Norton	D. W. Virtue
BUNDABERG, 20,800							
News-Mail (m)	7,709	10/-		M. Nash	Bundaberg Newspaper Co. Pty. Ltd	Mrs. M. H. Barton	
CAIRNS, 22,000							
The Cairns Post (m)	13,429	12/-		R. T. J. Sutton	The Cairns Post Pty. Ltd.	P. G. Close	D. Franzmann
INNISFAIL, 6,854							
The Evening Advocate (e)	1,677	10/-		G. Groom	Evening Advocate Pty. Ltd.	G. Groom	V. G. Brancroft
IPSWICH, 40,860							
The Queensland Times (m)	11,857	10/-		C. Cook	The Queensland Times Pty. Ltd.	B. Mills (Gen. Mgr.)	
MACKAY, 15,180							
Daily Mercury (m)	8,060	10/-			Mackay Printing & Publishing Co. Pty. Ltd.	H. J. Manning	
MARYBOROUGH, 18,580							
Chronicle (m)	7,113	10/-			Maryborough Newspaper Co. Pty. Ltd.	G. English (Gen. Mgr.)	
ROCKHAMPTON, 42,250							
Morning Bulletin (m)	16,000	10/-			Rockhampton Newspaper Co. Pty. Ltd.	L. J. Cram (Gen. Mgr.)	
TOOWOOMBA, 45,000							
Chronicle (m)	16,539	10/-			Toowoomba Newspaper Co. Pty. Ltd.	W. Bruce (Gen. Mgr.)	
Darling Downs Star (e)	10,740	10/-			Western Publishers Pty. Ltd.	T. V. Foxlee	A. Hargens
TOWNSVILLE, 42,200							
The Daily Bulletin (m)	16,689	10/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	P. Crow
The North Queensland Register (Sat.)	12,551	10/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	I. Green
WARWICK, 9,540							
Warwick Daily News (m)	5,434	12/-		L. Irwin	The Warwick Newspaper Pty. Ltd.	W. J. B. Irwin	E. Hollingworth

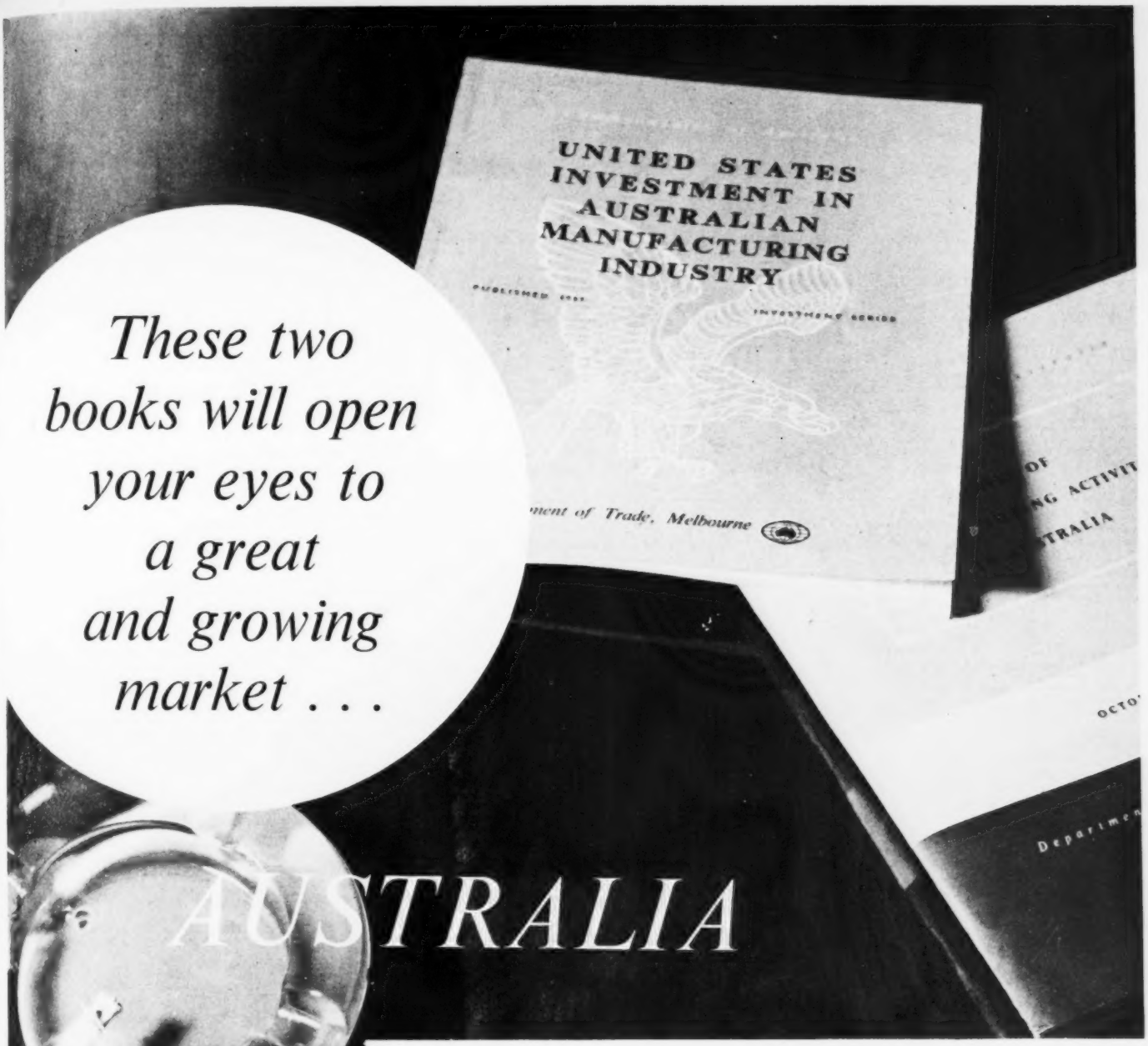
SOUTH AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ADELAIDE, 514,000							
The Advertiser (m) (6)	174,378	39/-		D. G. McFarling	Advertiser Newspapers Ltd.	Sir Lloyd Dumas	B. W. Sinclair
The News (e) (6)	114,940	31/-		R. Rivett (Ed-in-chief)	News Ltd.	K. R. Murdoch (Publisher)	K. R. Barrow
The Sunday Mail (s) (6)	208,608	43/-		K. V. Parish	Advertiser-News Weekend Pub. Ltd.		J. B. Bernie
Truth (S)	39,911	15/		L. G. Richards	Truth & Sportsman Ltd.	Ezra Norton	H. T. Lambie

TASMANIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BURNIE, 11,193							
The Advocate (m)	16,601	19/-		J. R. Cherry	Harris & Co. Ltd.	L. B. Harris	P. B. Cherry
HOBART, 99,540							
The Mercury (m)	44,070	24/-		R. Shone	Davies Bros. Ltd.	G. F. Davies	F. Rieusset
Saturday Evening Mercury	21,632	16/-		S. B. Mitchell	Davies Bros. Ltd.	G. F. Davies	F. Rieusset
Truth (s)	25,021	12/-		L. Richards	Truth & Sportsman Ltd.	Ezra Norton	H. Lambie

(Continued on Page 364)



Whether you are a manufacturer interested in a prosperous new market, or an editor who wants the latest information at his fingertips on a country that has many ties with America, you should have these two publications recently produced by the Department of Trade of the Commonwealth of Australia. The first is the 66-page book "United States Investment in Australian Manufacturing Industry" listing 806 American companies, their associates in Australia, and the products manufactured. The second is a Survey of Manufacturing Activity in Australia, which in its 106 pages deals in detail with Australian industry from iron and steel to stockings. You can secure both from the Department of Trade, Melbourne, or write to the Director of Advertising, The Herald, Melbourne, which, with the other newspapers below, is one of the great mediums by which advertisers market their products in Australia.

The Herald MELBOURNE

The Advertiser ADELAIDE

The Courier-Mail BRISBANE

The Sun News-Pictorial MELBOURNE

The Telegraph BRISBANE

U.S. ADVERTISING REPRESENTATIVE. **JOSHUA B. POWERS INC., 345 MADISON AVE., NEW YORK**

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATIONS, RATES—Continued

TASMANIA—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
LAUNCESTON, 52,170							
Examiner (m)	22,253	23/-		R. J. Williams	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine
Express (Sat.)	17,389	16/-		C. F. M. Green	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine

VICTORIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BALLARAT, 50,700							
The Courier (m)	15,537	12/6			Ballarat Courier Pty. Ltd.	J. V. Robertson	L. C. Crone
The Mail (e)		8/-			Ballarat Mail Pty. Ltd.	J. H. Stanley	T. M. Morris
BENDIGO, 38,940							
Advertiser (m)	12.789	10/6		B. Mundy (Man. Ed.)	The Bendigo Advertiser Newspapers Ltd.		R. F. Buck
GEELONG, 81,640							
Advertiser (m)	18,026	15/-		J. A. Henry	Geelong Advertiser Pty. Ltd.	J. A. McKenzie (Gen. Manager)	N. R. Ritchie
MELBOURNE, 1,649,000							
The Age (m)	180,714	40/6		H. A. M. Campbell	David Syme & Co. Ltd.	H. R. Syme (Gen. Mgr.)	W. G. Bland
The Herald (e) (6)	446,590	85/-		R. C. Edwards	The Herald & Weekly Times Ltd.	J. F. Williams	H. Tonkin
Sun News Pictorial (m) (6)	499,968	108/6		F. Daly	The Herald & Weekly Times Ltd.	J. F. Williams	A. G. Otto
Truth (Sat.)	234,342	69/6		L. Richards	Truth & Sportsman Ltd	Ezra Norton	H. Lambie
MILDURA, 11,640							
Sunraysia Daily (m)	7,131	10/-			New Sunraysia Daily Pty. Ltd.	C. D. Lanyon	
WARRNAMBOOL, 13,300							
Standard (m)	6,624	10/		B. B. Morris	Warrnambool Standard Pty. Ltd.	C. J. Hallowell	A. G. Rogers

WEST AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
KALGOORLIE, 23,000							
Kalgoorlie Miner (m)	7,500	12/-		S. J. F. Hocking	Hocking & Co. Pty. Ltd.	S. J. F. Hocking	J. S. Rowe
PERTH, 369,000							
The West Australian (m)	144,619	46/			West Australian Newspapers Ltd.	J. E. Macartney	C. R. Olney
Daily News (e)	91,773	35/-		S. K. Joynt (Ed.-in-Chief)	W. A. Newspapers, Ltd.		M. Lambert
Sunday Times (s)	118,744	40/-		F. Davidson	Western Press Ltd.	R. Boland	J. Riseley

NEW ZEALAND

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ASHBURTON, 10,161							
The Ashburton Guardian (e)	3,300	6/-		R. N. Downes	Ashburton Mail & Guardian Co. Ltd.	W. B. W. Bell	John M. Bell
AUCKLAND, 381,063							
Auckland Star (e)	116,000	26/6		G. T. Upton	N. Z. Newspapers Ltd.	T. H. Leys, E. V. Dumbleton (M.E.)	R. T. Brown
New Zealand Herald (m)	176,000	36/-		H. G. Bell	Wilson & Horton Ltd.	R. D. Horton M. A. Pattison (G. M.)	E. H. Whiting
BLENHEIM, 9,210							
The Marlborough Express (e)	6,155	6/8		S. I. Vercoe	Marlborough Express Newspaper Co. Ltd.	D. M. Furness	R. H. Hadfield
CHRISTCHURCH, 193,367							
The Christchurch Star-Sun (e)	55,000	12/6		G. Burns	N. Z. Newspapers Ltd.	T. H. Leys	J. N. Crawford
The Press (m)	50,000	12/6		A. R. Cant	Christchurch Press Co. Ltd.	A. J. Sandom (Mgr.) John H. Rhodes (Ch. of D.)	F. H. Walls
DANNEVIRKE, 5,291							
Dannevirke Evening News (e)	3,000	4/6		L. J. Appleton	Dannevirke Pub. Co. Ltd.	L. J. Appleton (M. D.) Sir William Appleton (Ch. of D.)	L. J. Appleton
DARGAVILLE, 3,301							
Northland Times (e)	2,626	7/6		A. Membery	North Auckland Times Co. Ltd.	S. L. Bagnall (G. M.)	F. C. Bagnall
DUNEDIN, 99,323							
The Evening Star (e)	26,000	10/-		W. J. Noble	Evening Star Co. Ltd.	S. D. Smith	F. Ward
Otago Daily Times (m)	36,193	11/6		J. Moffett	Otago Daily Times & Witness Newspapers Ltd.	E. N. Wilkinson (Gen. Mgr.)	M. S. Hendry
GISBORNE, 22,307							
Gisborne Herald (e)	10,190	9/-		G. G. Muir	Gisborne Herald Co. Ltd.	A. S. Muir	A. S. Muir
HAWERA, 5,611							
Hawera Star (e)	3,325	6/6		L. Ablett	Hawera Star Pub. Co. Ltd.	L. Ablett (Mgr. Ed.)	L. A. Ablett
GORE, 9,554							
Mataura Ensign (e)	3,500	6/6		H. A. Hull	Gore Publishing Co. Ltd.	H. A. Hull (Mgr. Ed.)	W. R. J. Pollock
GREYMOUTH, 8,933							
Greymouth Evening Star (e)	4,800	6/-		C. G. Gaffeney	Greymouth Evening Star Ltd.	A. J. Wilson (Gen. Mgr.)	A. W. Keown
Grey River Argus (m)	4,039	6/-		W. J. Butler	Grey River Argus Co. Ltd.	R. A. Kay	M. P. Neville
HAMILTON, 20,618							
Waikato Times (e)	17,159	7/6		F. E. Fisher	Waikato & King Country Press Ltd.	A. E. Manning	C. L. Wilson
HASTINGS, 27,773							
Hawkes Bay Herald-Tribune (e)	12,100	8/-		W. A. Whitlock	Hawkes Bay Newspapers Ltd.	W. A. Whitlock	F. J. Finch-Leicester Manager
HOKITIKA, 3,032							
Hokitika Guardian (e)	1,280	6/-			Guardian & Times Co. Ltd.	G. Bryant (Ch. of D.)	R. E. Guthrie
INVERCARGILL, 35,107							
Southland Daily News (e)	11,000	8/-		R. M. Hutton-Potts	Southland News Co. Ltd.	R. M. Hutton-Potts	W. W. Butchers
The Southland Times (m)	17,125	8/-		J. L. Grimaldi	The Southland Times Co. Ltd.	F. N. Anderson	E. K. Mills
LEVIN, 6,477							
The Chronicle (e)	2,450	6/-		G. H. Kerslake	Kerslake Billens & Humphrey Ltd.	R. H. Billens (Ch. of D.) L. A. Humphrey (Gen. Mgr.)	T. A. Kerslake
MASTERTON, 12,992							
Wairarapa Times-Age (e)	6,500	6/6		W. Michael	Wairarapa Times-Age Newspaper Co. Ltd.	S. D. Leitch (Gen. Mgr.)	Alan Ramsy
NAPIER, 27,492							
The Daily Telegraph (e)	12,140	8/-		A. F. B. McCredie	Daily Telegraph Co. Ltd.	B. S. Geddis	H. L. Beer
NELSON, 22,519							
Nelson Evening Mail (e)	12,094	6/6		F. J. Earle	R. Lucas & Sons Ltd.	R. D. Lucas (Mgr.)	W. E. Davis
NEW PLYMOUTH, 28,282							
Taranaki Daily News (m)	15,456	8/0		D. F. C. Saxton	Taranaki Daily News Co. Ltd.	G. Fraser	L. A. Murray
Taranaki Herald (e)	10,500	8/0		A. B. Scanlan	Taranaki Herald Co. Ltd.	A. B. Scanlon (Man. Ed.)	L. Russell
OAMARU, 9,787							
The Oamaru Mail (e)	2,850	6/6		F. Jones	Oamaru Mail Co. Ltd.	J. D. Christie (Mgr.)	C. A. Hamilton
PALMERSTON NORTH, 37,751							
Manawatu Evening Standard (e)	12,769	7/-		J. H. Nash	Manawatu Standard Ltd.	J. H. Nash	N. A. Nash
The Times (m)	8,352	7/-		W. Davies	Manawatu Daily Times Ltd.	E. R. Harris (Mgr.)	K. Prosser
ROTORUA, 12,301							
Rotorua Post (e)	6,705	7/-		L. Smith	Rotorua Newspapers Ltd.	E. G. Guy	R. F. Smith
TAUMARANUI, 6,000							
Taumaranui Press (e)	1,000	6/-		R. W. Thomas	Taumaranui Press Ltd.	R. W. Thomas (Man. Ed.)	N. Thomas
TAURANGA, 12,000							
Bay of Plenty Times (e)	5,701	7/-		L. McDonald	Bay of Plenty Times Ltd.	W. F. Cross	R. D. Ingall
THAMES, 5,007							
The Thames Star (e)	2,700	6/6		W. A. Kelly	Thames Star Ltd.	W. A. Kelly (Man. Ed.)	G. W. Price

DAILY NEWSPAPERS OF AUSTRALASIA PERSONNEL, CIRCULATIONS, RATES—Continued

NEW ZEALAND—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietor	Managing Director	Advertising Manager
TIMARU, 24,661							
The Timaru Herald (m)	12,652	8/-		W. Smith	Timaru Herald Co. Ltd.	E. G. Kerr	J. M. Kerr
WAIMATE, 3,108							
Daily Advertiser (e)	1,650	5/-		A. F. Sargent	Waimate Publishing Co. Ltd.	R. D. Harris	W. Parker
WAIPUKARAU, 2,888							
Central Hawkes Bay Press (e)	1,000	6/6		F. V. Ward	Press Co. Ltd.	F. V. Ward (Man.)	C. B. Forbes
WANGANUI, 32,106							
Wanganui Chronicle (m)	8,610	8/-		D. Strachan	Wanganui Chronicle Ltd.	A. Burnet	A. D. Robbie
Wanganui Herald (e)	7,924	8/-		H. F. Low	Wanganui Herald Newspaper Co. Ltd.	M. S. Vernon Smith (Gen. Mgr.)	W. H. Neville
WELLINGTON, 224,350							
The Dominion (m)	75,271	18/-		C. T. C. Watson	Wellington Publishing Co. Ltd.	P. R. Scoble	C. Ryan
The Evening Post (e)	76,451	18/-		G. Freeman	Blundell Bros. Ltd.	E. A. Blundell	J. D. Howitt
WESTPORT, 5,510							
Westport News (m)	2,800	7/-		F. Hinton	Westport News Ltd.	A. L. Wood	
WHANGAREI, 13,356							
The Northern Advocate (e)	8,950	8/-		R. J. Dunn W. E. Crawford (Man. Ed.)	Northern Publishing Co. Ltd.	B. W. Crawford	M. F. Whitelaw

ADVERTISING AGENCIES OF AUSTRALASIA

Adcraft Advertising Service
8 The Esplanade
Perth, West Aust.

Aldwych Advertising Pty. Ltd.
40 Pirie St.,
Adelaide, Sth. Aust.

Aldwych Advtg. Pty. Ltd.
188 Berford St.
Glebe, N.S.W.

Aldwych Advt. Pty. Ltd.
450 St. Kilda Rd.
Melbourne, Vic.

Alexandra Advertising
422 Collins St.
Melbourne, Vic.

Anivitti Advtg. Pty. Ltd.
74 Castlereagh St.
Sydney, N.S.W.

Ansell & Associates
473 King St.
Melbourne, Vic.

Austin Brown Advertising
350 King William St.
Adelaide, South Aust.

Australian Advtg. Agency Pty. Ltd.
Adelaide St.
Brisbrane, Qld.

Australian Assoc. Publicity
58 MacQuarrie St.
Parramatta, N.S.W.

Bartlett, Murphy & MacKenzie Pty. Ltd.,
26 O'Connell St.
Sydney, N.S.W.

S. E. Baume & Co. Pty. Ltd.
Ash Street
Sydney, N.S.W.

Bayne-Mackay Advertising Pty. Ltd.
405 Collins St.
Melbourne, Vic.

Becket-Thomson Advtg. Pty. Ltd.
34 Queens Rd.
Melbourne, Vic.

Becket-Thomson Advtg. Pty. Ltd.
2 Carrington St.
Sydney, N.S.W.

C. Behrend
256 St. Georges Terrace
Perth, West. Aust.

N. Bent Advertising
115 Pacific H'way.
North Sydney, N.S.W.

Bell Advertising Pty. Ltd.
435 Collins St.
Melbourne, Vic.

Berry, The Hugh Co.
252 Collins St.
Melbourne, Vic.

The Hugh Berry Co.
75 Pitt St.
Sydney, N.S.W.

Berwen Paine Advertising
4 Hutt St.
Adelaide, South Aust.

Best & Co.
422 Collins St.
Melbourne, Vic.

Best & Co.
82 Elizabeth St.
Sydney, N.S.W.

Briggs & James
153 Latrobe St.
Melbourne, C.1. Vic.

K. M. Campbell Pty. Ltd.
123 William St.
Melbourne, Vic.

Canny, Paramor & Canny Pty. Ltd.
454 St. Kilda Road
Melbourne, Vic.

Canny, Paramor & Canny Ltd.
24 Kent St.
Sydney, N.S.W.

Rita Capper
94 Cooper Street
Sydney, N.S.W.

Carden Advtg.
251 William St.
Melbourne, Vic.

R. G. Carter Advtg. Service
528 Collins St.
Melbourne, Vic.

Castle Jackson Advtg. Pty. Ltd.
100 Collins St.
Melbourne, C.1., Vic.

Carl A. Cater
323 Bourke St.
Melbourne, Vic.

Chapman-Hendrie Advtg.
262 Queen St.
Melbourne, Vic.

Chessell & McCredie Pty. Ltd.
136 Pitt St.
Sydney, N.S.W.

Christie & Associates
71 East Circular Quay
Sydney, N.S.W.

J. Clemenger Pty. Ltd.
473 Bourke St.
Melbourne, Vic.

J. Clemenger Pty. Ltd.
387 Kent St.
Sydney, N.S.W.

S. Crownson Cohen
13 Barrack St.
Perth, West Aust.

A. Collett Advertising
194 St. Georges Terrace
Perth, West Aust.

Cossey Waite Advtg.
167 Queen St.
Brisbane, Qld.

Coudrey-Gotham Pty. Ltd.
42 Pitt Street
Sydney, N.S.W.

Country Press Co-operative Co.-Ltd.
169 Exhibition St.
Melbourne, Vic.

Country Press Ltd.
42 Pitt Street
Sydney, N.S.W.

Cratchley Advtg.
12 Bridge St.,
Sydney, N.S.W.

Creasy & Bleaney Advertising Service
85 Gouger St.
Adelaide, Sth. Aust.

Rex Croft Advtg.
No. 4 The Boulevard
Ivanhoe, Vic.

Dampier Advtg.
Dymock's Block
424 George St.
Sydney, N.S.W.

Lyle Davis Advtg. Pty. Ltd.
Market & George Sts.
Sydney, N.S.W.

W. J. Dawson
409 Hay St.
Perth, West Aust.

Duthie Advertising
Dunstan House
Elizabeth Street
Brisbane, Qld.

John C. Duval Advtg.
61 Market St.
Sydney, N.S.W.

Max Eaton Advtg.
205 St. Georges Terrace
Perth, West Aust.

Edmonds Advtg. Service
115 Queen St.
Brisbane, Qld.

Edmonds-Fagg Advtg.
453 Ruthven St.
Toowoomba, Qld.

Roger Enemark Advt., P/L
128 Pitt St.
Sydney, N.S.W.

Rodney Evans Advtg.
149 Castlereagh St.
Sydney, N.S.W.

Finney & Martin
338 William St.
Perth, West Aust.

Forster Advtg. Co.
294 Edward St.
Brisbane, Qld.

Fortune (Aust) Pty. Ltd.
82 Flinders St.
Adelaide, South Aust.

Fortune (Aust) Pty. Ltd.
293 Queen St.
Brisbane, Qld.

Fortune (Aust.) Pty. Ltd.
30 Queen's Road
Melbourne, Vic.

Fortune (Aust.) Pty. Ltd.
141 York St.
Sydney, N.S.W.

Vincent H. Freeth Pty. Ltd.
21 Pier St.
Sydney, N.S.W.

Fulford Advtg.
21 Gipps St.
Fortitude Valley
Brisbane, Qld.

J. Lawrence Funch
20 Twin St.
Adelaide Sth. Aust.

Peter Garner Advtg.
70 St. Johns St.
Launceston, Tas.

H. R. Gellatley
387 Kent St.
Sydney, N.S.W.

General Publicity
115 Queen St.
Brisbane, Qld.

Owen L. Gellert
22 Grenfell St.
Adelaide, South Aust.

Goldberg (Aust.) Pty. Ltd.
188 George St.
Sydney, N.S.W.

Frank Goldberg Pty. Ltd.
33 Queens Road
Melbourne, Vic.

Gordon & Gotch (A/sia Ltd.)
50 Currie St.
Adelaide, Sth. Aust.

(Continued on Page 366)

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NEWSPAPER NEWS

incorporating "Advertising in Australia" and "Advertisers' Monthly"

15 HAMILTON STREET
SYDNEY AUSTRALIA

ADVERTISING AGENCIES OF AUSTRALASIA—Continued

(Continued from Page 365)

Gordon & Gotch (A/sia Ltd.)
262 Adelaide St.
Brisbane, Qld.

Gordon & Gotch (A/sia Ltd.)
511 Little Collins St.
Melbourne, Vic.

Gordon & Gotch (A/sia Ltd.)
134 Parry St.
Perth, West Aust.

Gordon & Gotch (A/sia Ltd.)
2 Barrack St.
Sydney, N.S.W.

Graves, Mayers, Pty. Ltd.
420 Elizabeth St.
Sydney, N.S.W.

Grosvenor Advtg, P/L.
58 Margaret St.
Sydney, N.S.W.

Hansen-Rubensohn P/L
52 William St.
Sydney, N.S.W.

Hawkins Advtg. Pty. Ltd.
Blues Point Road
North Sydney, N.S.W.

Hayes Publicity Service
197 King St.
Melbourne, Vic.

W. John Haysom Co. Pty. Ltd.
64 Elizabeth St.
Melbourne, C.1., Vic.

Hepworth Advtg. Agency
37 Bathurst St.
Sydney, N.S.W.

Robert Hughes Advtg.
151 Latrobe St.
Melbourne, C.1., Vic.

Hutchison Advtg.
109 Collins St.
Hobart, Tasmania

J. Illott (Aust.) Ltd.
59 William St.
Melbourne, Vic.

J. Illott (Aust.) Pty. Ltd.
252 George St.
Sydney, N.S.W.

Irvine Advtg.
235 Toorak Road
South Yarra, Vic.

Jackson, Wain & Co. Pty. Ltd.
40 Miller St.
North Sydney, N.S.W.

Jackson Wain & Co. Pty. Ltd.
171 Fitzroy St.
St. Kilda, Vic.

W. Jardine Advtg. Service
66 Pitt St.
Sydney, N.S.W.

Jenaings-Lee Advtg.
125 Swanston St.
Melbourne, Vic.

J. W. Johnson Advtg.
A.M.P. Bldg.,
Queen St.
Brisbane, Qld.

Johnston Jones Advtg.
293 Queen St.
Brisbane, Qld.

J. T. Publicity, Pty-Ta.
20 Ivory St.
Brisbane, Queensland

Harold King Advtg.
128 Grenfell St.
Adelaide, South Aust.

W. B. Lawrence Advtg. Service Pty. Ltd.
29 Bligh St.
Sydney, N.S.W.

Lawrence-Hathaway Advtg.
58 Margaret St.
Sydney, N.S.W.

Le Grand Advtg.
293 Queen St.
Brisbane, Qld.

F. P. Leonard Advtg.
156 Castlereagh St.
Sydney, N.S.W.

Lintas Pty. Ltd.
65 York St.
Sydney, N.S.W.

Littleton-Harvey Advtg.
A.M.P. Bldg., Queen St.
Brisbane, Qld.

K. Lloyd Jones & Assoc.
75 Bourke St.
Melbourne, Vic.

C.H. Lucas Advtg.
57 Elizabeth St.
Melbourne, C.1., Vic.

Lyon-Holl Pty. Ltd.
10 Jolimont Rd.
Melbourne, Vic.

McCarthy-McVeigh Advertising Service
310 George St.
Sydney, N.S.W.

McClelland Advertising Co. Pty. Ltd.
53 Elizabeth Bay Rd.
Elizabeth Bay
Sydney, N.S.W.

McFerran Advtg. Pty. Ltd.
90 Queen St.
Melbourne, Vic.

L. J. MacNamara Advtg. Service P/L
Tattersall's Chambers
206 Hutt St.
Adelaide, Sth. Aust.

McCullam-Richardson Advtg.
144 Gawler Place
Adelaide, South Aust.

Madison Advertising Service Pty. Ltd.
48 Alfred St.
North Sydney, N.S.W.

R. E. Mahlook Advtg.
31 Queen St.
Melbourne, Vic.

Marsh Pty. Ltd.
44 Margaret St.
Sydney, N.S.W.

Martin, A., & Son
46 Morphett St.
Adelaide, South Aust.

S. A. Maxwell & Staff Pty. Ltd.
70 King St.
Sydney, N.S.W.

R.S. Maynard Advtg.
A.M.P. Bldg., Edward St.
Brisbane, Qld.

R.S. Maynard Advtg.
39 Park St.
Sydney, N.S.W.

Mercantile Exchange
380 Collins St.
Melbourne, Vic.

Merchandising Publicity
25 Chester St.
Valley,
Brisbane, Qld.

John Miller Advtg.
545 Pacific Highway
Crows Nest, N.S.W.

Milwyn Associates
28 Martin Pl.
Sydney, N.S.W.

Monahan, Huntley & Coy
12 Grenfell St.
Adelaide, South Aust.

C. Mooney Advtg. Pty. Ltd.
422 Collins St.
Melbourne, Vic.

Mooney-Webb Pty. Ltd.
349 Collins St.
Melbourne, Vic.

Alexander Moulton Advertising
27a Royal Arcade
Melbourne, Vic.

N. C. S. Mount & Son
97 St. Georges Terrace
Perth, West Aust.

Murray Evans Advertising
52 Phillip St.
Sydney, N.S.W.

Murray & Ogle Pty. Ltd.
510 Pacific Highway
St. Leonards, N.S.W.

Nichols-Cumming's Staff Advtg.
432 St. Kilda Rd.
Melbourne, Vic.

Nichols-Cumming Advtg.
143 Castlereagh St.
Sydney, N.S.W.

N. V. Nixon & Co. Pty. Ltd.
33 Queen St.
Melbourne, Vic.

N. V. Nixon & Co. Pty. Ltd.
510 Pacific Highway
St. Leonards, N.S.W.

Noble Bartlett Advtg.
Penney's Bldg.
Adelaide St.
Brisbane, Qld.

Noble Bartlett Advtg.
14 Martin Pl.
Sydney, N.S.W.

H. W. Norwood Advtg.
375 Hay St.
Perth, West Aust.

O'Brien Publicity Pty. Ltd.
Queen & Wharf Sts.
Brisbane, Qld.

O'Brien Publicity Pty. Ltd.
422 Collins St.
Melbourne, Vic.

O'Brien Publicity Pty. Ltd.
56 Young St.
Sydney, N.S.W.

Orr, Skate & Associates P/L
100 Collins St.
Melbourne, Vic.

Overseas Advertising Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

Paton Advtg. Service Pty. Ltd.
16-18 Albert Road
South Melbourne, Vic.

Noel Paton (Vic.) Pty. Ltd.
14 Queens Road
Melbourne, Vic.

Noel Paton (N.S.W.) Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Geo. Patterson Pty. Ltd.
59 William St.
Melbourne, Vic.

Geo. Patterson Pty. Ltd.
252 George St.
Sydney, N.S.W.

Pengilly Advertising Service
14 Lansdowne St.
East Melbourne, Vic.

J. B. Perceval Pty. Ltd.
44 Margaret St.
Sydney, N.S.W.

Vernon Pett Publicity Co.
90 William St.
Melbourne, Vic,

John Phillip Advt.
40 Little Latrobe St.
Melbourne, Vic.

Pohlman & Associates
50 James St.
Maryborough, Qld.

Powell Advtg. Service
247 Collins St.
Melbourne, Vic.

R. & K. Powell Advtg. Agcy P/L
5 Phillip St.
Sydney, N.S.W.

Provincial Press Cooperative of S.A., Ltd.
130 Franklin St.
Adelaide, Sth. Aust.

Raphael Advtg. Co.
Newspaper House
247 Collins St.
Melbourne, Vic.

Regent Publicity Pty. Ltd.
79 Hardware St.
Melbourne, Vic.

L. B. Rennie & Partners Pty. Ltd.
230 Elizabeth St.
Sydney, N.S.W.

Bill Richards Advtg.
42 William St.
Melbourne, Vic.

Richardson-Cox Pty. Ltd.
130 Exhibition St.
Melbourne, Vic.

Richardson-Cox Pty. Ltd.
St. Georges Terrace
Perth, W.A.

Rikards Advtg. Service Pty. Ltd.
160 Russel St.
Melbourne, Vic.

Ring Stacy Associates Ltd.
Anchor House, 142 North Terrace
Adelaide, Sth. Aust.

J. Rist Advtg. Agency
430 Bourke St.
Melbourne, Vic.

William H. Rodgers & Associates
Penfold Place
Sydney, N.S.W.

A. L. Rosebery Advtg.
48 Macquarie St.
Parramatta, N.S.W.

Ross Advtg. Service
45 Phillip St.
Sydney, N.S.W.

Russell-Morris Advertising Pty. Ltd.
49 Clarence St.
Sydney, N.S.W.

Russell Lewis & Associates
Elizabeth & Blackburn Sts.
Sydney, N.S.W.

Rydge Advtg.,
250 Pitt St.
Sydney, N.S.W.

Sands Russack Pty. Ltd.
231 Commonwealth St.
Sydney, N.S.W.

Shield Advertising Service
10 O'Connell St.
Sydney, N.S.W.

Shortridge Advtg. Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Slatter & Poulter Pty. Ltd.
400 Sussex St.
Sydney, N.S.W.

Ian H. Smith Advtg.
Hay & Irwin Sts.
Perth, W.A.

Arthur Smyth & Sons Pty. Ltd.
2 Coates Lane
East Melbourne, Vic.

Arthur Smyth & Sons Pty. Ltd.
375 Kent St.
Sydney, N.S.W.

P. Stephenson
476 Oxford St.
Bond' Jurction, N.S.W.

Stevenson Advtg. Service Pty. Ltd.
177 Collins St.
Melbourne, Vic.

Successful Advtg. Co.
560 Lonsdale St.
Melbourne, Vic.

Clem Taylor Advtg. Service
106 North Terrace
Adelaide, Sth. Aust.

Thompson & Associates Pty. Ltd.
69 MacQuarie St.
Sydney, N.S.W.

J. Walter Thompson (Aust.) Pty. Ltd.
7 Commercial Road
Melbourne, Vic.

J. Walter Thompson (Aust.) Pty. Ltd.
65 York St.
Sydney, N.S.W.

Don Thomson, Advtg.
169 Strand Arcade
Sydney, N.S.W.

Times Advtg. P/L
Waratah Chmrs.
Bayswater Rd.
Sydney, N.S.W.

Traders Advtg. Service
145 Collins St.
Melbourne, Vic.

Traders Advtg. Service
74 Pitt St.
Sydney, N.S.W.

United Service Publicity Pty. Ltd.
420 St. Kilda Rd.
Melbourne, Vic.

Vinnicombe Advtg. Pty. Ltd.
318 Elizabeth St.
Brisbane, Qld.

R. Y. Walker Advtg.
409 St. Kilda Road
Melbourne, Vic.

Ron Wallace & Co.
Churchill Building
Gawler Place
Adelaide, Sth. Aust.

Warwick Advtg. Service (Vic.) Pty. Ltd.
14 Queens Road
Melbourne, C.1., Vic.

Warwick Advtg. Service (N.S.W.) Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Webb Roberts McClelland Pty. Ltd.
9 Peel St.
Adelaide, Sth. Aust.

Roger Welch
30 Carrington St.
Sydney, N.S.W.

Weston Co. Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

A. N. White Pty. Ltd.
66 King St.
Sydney, N.S.W.

A. J. Williams Advtg. Service
12 Howard St.
Perth, West Aust.

Willmott's Advtg. Agency Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

Wilson Advtg. Service Ltd.
Albion House
24 Waymouth St.
Adelaide, Sth. Aust.

C. G. Wood Advtg.
49 William St.
Perth, West Aust.

Advertising Agencies of New Zealand

Able Advertising Ltd.
P. O. Box 1401
Auckland

Advertising Associates (NZ) Ltd.
42 Wakefield St.
Auckland

Carlton Carruthers du Chateau & King Ltd.
Box 669
Wellington

Cassrels Advtg. Ltd.
P. O. Box 2941
Auckland

Catts-Patterson N.Z. Ltd.
P.O. Box 389
Wellington

Dormer Beck Advtg. Ltd.
12 O'Connell St.
Auckland

Goldberg Advtg. (Auckland) Ltd.
P. O. Box 1759
Auckland

Goldberg Advtg. Agency Ltd.
P.O. Box 1998
Wellington

A. G. Greene Ltd.
504 Smiths Building
Albert St.
Auckland

ADVERTISING AGENCIES OF AUSTRALASIA—Continued

Baines Advtg. Agency Ltd.
P.O. Box 1490
Wellington

W. Haythorn-Thwaite Ltd.
P.O. Box 1453
Auckland

The N. Hill-Skinner Advtg. Agency
154-56 Hereford St.
Christchurch

J. Hiott Ltd.
Box 1491
Wellington

Kenyon, Brand & Riggs Ltd.
Aspro Building, Marion St.
Wellington

Lintas Pty. Ltd.
Brandon House, Featherston St.
Wellington

Ian Mackay Advertising (Wellington) Ltd.,
D.I.C. Bldg., Panama St.
Wellington

McKnight Oliver & Bryce Advertising Ltd.
"Evening Post" Bldg.
Willis St.
Wellington

Newson-Stenberg Advertising Ltd.
Mahoney's Bldg., Shortland St.
Auckland

James Sanders Advtg. Ltd.
P. O. Box 3410
Auckland

Spanjer Murdoch Co. Ltd.
Shand Building
90 Hereford St.
Christchurch

Walter J. Thompson Advtg. Ltd.
P. O. Box 333
Auckland

Wardlaw Advertising Ltd.
91 Wellesley St.
Auckland

Wearn, Stuart J. Advtg. Ltd.
P. O. Box 1138
Christchurch

Wood & Braddock Ltd.
Dixon Bldgs., Dixon St.
Wellington

Woodward Advertising Agency Ltd.
3rd Floor, Hannahs Building
Eva St.
Wellington

J. Inglis Wright Ltd.
P.O. Box 1462
Wellington

NEWSPAPER ADVERTISING AND PRINTING ASSOCIATIONS OF AUSTRALASIA

AUDIT BUREAU OF CIRCULATIONS: Objects: In Australia the Audit Bureau issues two circulation statements every year, each covering a period of six months, one an audit report prepared by the Bureau's duly appointed auditor, according to a standardized formula, the other a publisher's statement submitted by the publisher's auditor or over the signature of a responsible executive. These statements are printed and distributed to all members. Besides this a tabulated statement of members' circulation is prepared as a convenient reference for members. Secretary: A. G. Pike, 1st Floor, Wingello House, Angel Place, Sydney, N.S.W.

AUSTRALIAN NEWSPAPERS COUNCIL: 149 Castlereagh St., Sydney. Secretary: B. Holt. Members: Consolidated Press Ltd. Sydney; Herald & Weekly Times Ltd. Melbourne; Sun News Pictorial, Melbourne; Queensland Newspapers Pty. Ltd. Brisbane; News Ltd. Adelaide; Advertiser Newspapers Ltd. Adelaide; Western Press Ltd. Perth.

AUSTRALIAN NEWSPAPERS PROPRIETORS ASSOCIATION: 375 George Street, Sydney. Objects: Furtherance of the interests of the newspaper industry. Secretary: M. M. Threlfall. Members: John Fairfax & Sons Pty. Ltd. Sydney; David Syme & Co. Ltd. Melbourne; Davies Bros. Ltd. Hobart. Members of the accreditations bureau only (Advertising Board): Associated Newspapers Ltd. Sydney; Newcastle Morning Herald & Miners Advocate Pty. Ltd; West Australian Newspapers Ltd. Perth.

ASSOCIATED NORTHERN DAILIES: 42 Pitt St. Sydney. N.S.W. Objects: Furtherance of the advertising and general business of the four members companies whose daily papers are published throughout the north, northwest, and northern river areas of New South Wales. These comprise: "The Northern Daily Leader", Tamworth; "The Northern Star", Lismore; "The Daily Examiner", Grafton; and "The Daily News", Murwillumbah. Manager, Robert Jackson.

AUSTRALIAN PROVINCIAL PRESS ASSOCIATION: 42 Pitt St., Sydney. Secretary: E. Lloyd Sommerlad

AUSTRALIAN PROVINCIAL DAILY PRESS LTD: Newspaper House, 247 Collins St., Melbourne Vic. Managing Director, F. J. Meacham.

NEW SOUTH WALES COUNTRY PRESS ASSOCIATION: 42 Pitt St., Sydney. Secretary, E. Lloyd Sommerlad.

QUEENSLAND COUNTRY PRESS ASSOCIATION: 193 Adelaide Street, Brisbane. Secretary: D. Morris.

TASMANIAN PRESS ASSOCIATION: C/- "The Examiner", Launceston, Tas. President, Sir Gordon Rolph.

VICTORIAN PROVINCIAL PRESS ASSOCIATION: 169 Exhibition St., Melbourne, Vic. Secretary: E. B. Laurie.

WEST AUSTRALIAN PROVINCIAL PRESS ASSOCIATION: Steamship Buildings, St. George's Terrace, Perth, W. A. Secretary, J. F. Ockerby.

THE PROVINCIAL PRESS ASSOCIATION OF SOUTH AUSTRALIA: Secretary: J. F. Power, 130 Franklin St., Adelaide.

AUSTRALIAN UNITED PRESS LTD: 42 Pitt St., Sydney, N.S.W. Managing Editor, R. B. Odgers.

THE INCH CLUB, SYDNEY. The Club was founded in Sydney in 1929. Its members embrace advertising managers and resident representatives of all Australian metropolitan daily and weekly newspapers. Its aims and objects are to entertain notable advertisers or advertising men, particularly visitors to Australia and local businessmen leaving for or returning from overseas.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES (FEDERAL): Wingello House, Angel Place, Sydney. N.S.W. Objects: To set standards of practice and professional conduct, to work with other commercial organizations and media associations and allied trades and professions for the betterment of mutual relations; to promote good advertising; to safeguard the interests of advertising agencies. Federal Secretary, John Humphrey, Angel Place, Sydney.

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS: Head Office: 42 Pitt St., Sydney, N.S.W. General secretary: J. H. Bowden. An association of firms who spend money in advertising their goods on a national basis; bound together for mutual protection on all matters relating to advertising.

NEWSPAPER PROPRIETORS ASSOCIATION OF NEW ZEALAND (INC): Dominion Building, Wellington, N.Z. Main objectives of this association are to improve and raise the standard of newspaper publication and publishing in New Zealand, and protect and safeguard the rights and liberties of the press. It has been in existence for forty-two years, and since 1921 has had its own staff and permanent organization. In its membership are found representatives of all important newspapers in the Dominion. Its achievements have been the result of generous cooperation. The association licenses advertising agents in whom it has confidence. Licenses are issued subject to a set or regulations governing the conduct of the agency in relation to newspapers, clients and competitors. The N.P.A. maintains a censorship over advertising with a view of maintaining high standards. C. E. Owen, Secretary.

NEW ZEALAND PRESS ASSOCIATION: LTD: Brandon House, Featherstone St., Wellington. N.Z. Aims and Objects: to supply overseas and domestic news to New Zealand papers. T. M. Hinkley, Gen. Mgr.

ADVERTISERS' ASSOCIATION OF NEW ZEALAND: 29 A.M.P. Buildings, Wellington. N.Z. P.O. Box 1286, Wellington. N.Z. Objects: Protection of the expenditure of the buyers of advertising space and services and the safeguarding and assistance of their interests. The association has established an inexpensive Unit Audit of Circulations system which gives "weights and measures" in the purchase of newspaper space. It has been established for fourteen years and has a membership of approximately one hundred of the Chief Advertisers in New Zealand.

ASSOCIATION OF NEW ZEALAND ADVERTISING AGENCIES, P. O. Box 643, Wellington, N.Z. Chairman: A. E. Aitken; Secretary: Geo. Craig. Objects: (a) To promote a better understanding of the essential place and value of advertising in the structure of modern business. (b) To promote and to safeguard the interests of advertising in general and the member agencies of this Association in particular. (c) To provide a representative central body through which agency opinion and agency views may be expressed. (d) To establish and maintain sound ethical standards in the craft of advertising, and so to serve the best interests of the public, of advertisers, of media proprietors and of the advertising agencies alike. (e) To work harmoniously with the other advertising and media organisations for the betterment of mutual relations, and for the promotion of operational efficiency. (f) To do such things as the majority of the members of the Association may from time to time determine.

AUSTRALIAN JOURNALISTS' CODE OF ETHICS

by
G. Coleman, Secretary
New South Wales District
The Australian Journalists' Association

In the knowledge that the Press is the most powerful factor in moulding public opinion, and is therefore democracy's strongest force for social progress, members of the Australian Journalists' Association pledge themselves to stand by their fellow members in observing and enforcing the following code:

(1) To report and interpret the news with scrupulous honesty.

(2) Not to suppress essential fact, and not to distort the truth by omission or wrongful emphasis.

(3) To respect all confidence in all circumstances.

(4) To observe at all times the fraternity of their profession, and never to take unfair advantage of a fellow member of the Australian Journalists' Association.

(5) Never to accept any form of bribery nor to permit personal interest to influence their sense of justice.

(6) To use only honest methods to obtain news, pictures and documents.

(7) To reveal their identity as member of the Press before using any personal interview or picture for publication.

(8) Always to maintain, through their conduct, full public confidence in the integrity and dignity of their calling.

Recently, an Australian Newspaper Board was set up. The proprietors stated that any newspaper guilty of wilful distortion would be disciplined by other proprietors.

Representatives of the proprietors and A. J. A. will sit on the Board in judgment on ethics complaints.

FREEDOM OF INTERNATIONAL NEWS

At the annual meeting of the American Society of Newspaper Editors in Washington, D. C., April 21, 1944, the following resolutions were adopted:

I

WHEREAS, The American Society of Newspaper Editors, conscious that a constantly widening area of freedom of the press is vital to the advancement of representative government and world peace, and moreover, coganizant that its attainment is primarily dependent on the freedom of peoples; and

WHEREAS, The freedom of peoples and the press depends in vital measure on international cooperation to prevent aggression and future global wars; and

WHEREAS, International freedom of communication is a distinct forward step in order that news of international significance be widely known; and

WHEREAS, Freedom of the press requires constant protection even in areas where, as in the United States of America, its exercise as a right of the people has led to an enlightened public opinion; be it

RESOLVED, That this Society pledge all support to further the principle of world-wide freedom of communications and of the press, and that we condemn the practice in any government of regarding the press as an instrument of government.

RESOLVED, That the President of this Society appoint a committee to cooperate with other agencies to implement this resolution.

II

WHEREAS, It has been the custom of nations to arrange or control their communications systems and practices in a manner which fails to provide equitable and unrestricted facilities and routes for transmission of news and information; and

WHEREAS, The equitable and expeditious dissemination of information to many parts of the world is sharply restricted thereby and this has resulted in embarrassing and confusing interpretation of developments of global interest, with disturbing and unnecessary antagonisms; therefore be it

RESOLVED, That the American Society of Newspaper Editors strongly urges international agreements permitting direct communication between each and every nation of the world wherever feasible; eliminating conventions and customs which prevent utilization of any advance in the science of communications; removing all restrictions imposed for the commercial or political advantage of any nation or group of nations; giving to the press correspondents of all nations equitable use of the available communications facilities; and making dominant in all communications matters the principle of fostering an unrestricted use of news and information to all parts of the world be it

RESOLVED, That the Committee on Communications, authorized by the Society, by and with the advice and approval of the Directors, be empowered to participate in conferences with other organizations and agencies to implement this resolution.

RESOLUTION IN CONGRESS

"Resolved by the Senate (the House of Representatives concurring), That the Congress of the United States expresses its belief in the world-wide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, without discrimination as to sources, distribution, rates or charges; and that this right should be protected by international compact."

REPUBLICAN PLATFORM—

"In times like these, when whole peoples have found themselves shackled by Governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define in clear and unmistakable language, the role of the Federal Communications Commission.

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

DEMOCRATIC PLATFORM—

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

WORLD FREE PRESS MISSION

As representatives of the American Society of Newspaper Editors, the following were named to go abroad during 1945 to make a survey on freedom of the press and report back to the ASNE annual meeting in April: Chairman, Wilbur S. Forrest, New York Herald Tribune; Ralph E. McGill, Atlanta Constitution; Dean Carl W. Ackerman, Graduate School of Journalism, Columbia University.

AUSTRALIAN FEATURE SYNDICATES

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Alan Foley Pty. Ltd. ..... 243 Elizabeth St., Sydney. NSW.	A. Foley	A. Foley
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Press Feature Service ..... 140 Castlereagh St., Sydney. NSW.	A. Gorfain	A. Gorfain
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A STATEMENT OF ADVERTISING PRINCIPLES BY ADVERTISING FEDERATION OF AMERICA

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4. Good Advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

Thirty-Second Annual E & P Directory of Latin America, Bermuda and West Indies Newspapers

U. S. REPRESENTATIVES: Many newspapers in the listing of Latin-American newspapers have representatives in the U.S. Herewith is a list of these representatives with a corresponding code number in parentheses. The same number appears after the name of the newspapers each firm represents in the country-by-country listing. A list of these representatives, with the complete list of the papers they represent, precedes the Index on the last pages of this book.

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(7) Chalmers Ortega, Inc., 516 Fifth Ave., New York 36, N.Y.; Tel. MU 2-1610

(13) Melchor Guzman Company, Inc., 45 Rockefeller Plaza, New York 20, N.Y.; Tel. CI 7-0624

(16) Inter-American Publications, Inc., 41 East 42d Street, New York 17, N.Y.; Tel. MU 2-0884.

(20) N. De Filippes Company, 551 Fifth Ave., New York 17, N.Y.; Tel. MU 7-3597.

(21) Edwin Seymour, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-7340

(30) International Newspapers Representatives, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-6333.

(32) Universal Publishers Representatives, Inc., 500 Fifth Ave., New York 36, N.Y.; Tel. PE 6-0408

LANGUAGES: In countries other than Brazil, Haiti, Bermuda, and the British West Indies, the official language is Spanish; in Brazil, Portuguese; in Haiti, French. If a paper is published in the official language of the country in which it appears, no language is shown after its name. If it is published in language other than the official one or in more than one language, such languages are indicated in parentheses after the name of the paper.

MECHANICAL REQUIREMENTS: Mats and mounted electros are generally advised. However, the United States publishers' representatives will be glad to answer inquiries in this connection.

CIRCULATION FIGURES: Where no marking appears after a circulation figure, it means that the figure has not been reported as certified or has not been supported by satisfactory proof of circulation. The type of certification is indicated by the following symbols:

†† —Certified by Publisher.

IVC or ABC—Audit Bureau of Circulations

OCC—Office of Certified Circulation of the Inter-American Press Association, 22 East 60th Street, New York 22; Tel. MU 8-5251.

D & B—Dun & Bradstreet.

P-W—Price Waterhouse & Co., New York.

BASIC RATES: Abbreviations which follow the basic rates given refer to the unit of space, such as "cm" for centimetre, and "in." for inch.

CURRENCIES: Rates which are quoted in United States currency are preceded by the letters (US). If a rate does not have such identification, it is quoted in the national currency of the country. The name of the basic currency unit of each country is given immediately under the name of the country. It is suggested that you consult your bank for the latest quotation on the appropriate exchange rate of the currency in which you are interested. Lists of selected currency quotations are also published in leading dailies, in "Foreign Commerce Weekly," published by the United States Department of Commerce, and in export trade journals.

This listing of Latin American, Bermuda, and West Indies newspapers was prepared through the co-operation of the Inter-American Press Association, 22 East 60th Street, New York 22, N.Y.

LATIN AMERICAN NEWSPAPERS (Central and South America)

ARGENTINA

(19,000,000 EST. POPULATION) CURRENCY: Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Adrogue (16,500)	La Opinión	1932	MD	3,000	Amanda L. Toti	Sara Toti	Amanda L. Toti	2	14¼	10¼	8	General	20 P
Avellaneda (278,621)	La Libertad	1915	MD	7,500	S.A.Ed. La Libertad	Rafael R. Actis	Héctor Bacaicoa	1⅞	15½	11	8	General	20 P
Ayacucho (10,940)	La Verdad	1905	ED	3,500	E.P.I.C.A.S.R.L.	Elias S. Luayza	Pedro Ventura y Cía.	2¼	21	13¾	4	General	11.50 P
Azul (33,945)	Diario del Pueblo	1918	ED	2,000	Isabel Zubiri de Cirigliano	Isabel Z. de Cirigliano	Isabel Z. de Cirigliano	1 19/32	18½	13	8	General	7 P
	El Ciudadano	1907	EDexSun	3,000	Héctor Ferreyro	M.B. de Ferreyro	Olivé y Cía.	1⅞	19¾	15¼	6	General	7 P
	El Tiempo	1933	MDexMon	5,000	Dr. Carlos Ronchetti	Dr. Carlos Ronchetti	Jorge O. Linari y Cía.	1¾	19	13	6	General	10 P
Bahía Blanca (133,596)	Democracia	1930	EDexSun	5,000	Ing. Luis Vera	Ing. Luis Vera	Teodoro Gropper	1⅞	21	13¾	6	General	10 P
	El Atlántico	1920	ED	IVC 10,000	A.P.A.S.A.T.C. y F.	Rafael Glicca	Pedro Ventura y Cía.	1⅞	21½	15½	6	General	25 P
	La Nueva Provincia	1898	MD	IVC 27,600	La Nueva Provincia S.A.	Abel A. Bournaud	Olivé y Cía.	1¾	21⅞	15½	8	General	35 P
Balcarce (18,047)	El Liberal	1921	EDexSun	700	Cayetano Amadeo	Cayetano Amadeo	José M. Cruz	1¾	20¾	15	6	General	6 P
	La Opinión	1927	ED	1,100	Hortensio S. Miguens	Carmelo Sanchez		2	13	10¼	6	General	10 P
Bell Ville (19,066)	Tribuna	1936	EDexSun	5,000	Salvador E. Leonetti	Salvador E. Leonetti		2	18¾	12¼	4	General	10 P
Bolivar (16,623)	Pregón	1943	EDexSun	3,800	Diario Pregón	Francisco Parrondo	Pedro Ventura y Cía.	1 19/32	19¾	14¼	6	General	11.50 P
Bragado (19,107)	El Censor	1909	MD	1,000	Osvaldo Devenutto	Osvaldo Devenutto		1⅞	16	12½	4	General	8 P
Buenos Aires (3,611,028)	Amanecer	1957	MD	20,000	Amanecer S. A.	Lazaro Schallman	Isac Bensignor	1⅞	19⅞	15¾	8	General	50 P
	Argentinisches Tageblatt	1889	MD	15,000	Aleman y Cía. S. A.	E.F. Aleman	Steinmetz	1 19/32	20½	15	8	German	40 P
	Buenos Aires Herald (7)	1876	MD	30,000	Bs.Aires Herald Ltda. S.A.	Norman Ingrey	Sofía Kohon	1 9/16	14½	11¾	16	English	35 P
	Clarin	1945	MD	IVC 266,800	Dr. Roberto J. Noble	Dr. Roberto J. Noble	Ramón Troncoso	1¾	15½	10½	24	General	85 P
	Crítica	1913	ED	IVC 220,000		Víctor Claiman		1⅞	21	15½	12	General	50 P
	Democracia	1945	MD	IVC 173,000	Editorial Democracia S.A.	Dr. Raúl Biraben	Horacio Lombardero	1⅞	19¾	15¾	10	General	65 P
	El Diario Israelita (Yiddish)	1914	MDexSat	40,000	El Diario Israelita S.R.L.	Moises Stoliar	R. Szklowin	1⅞	23¼	15 9/16	8	Jewish	35 P
	El Mundo	1928	MD	170,000	Empr. Ed. Haynes Ltd.	A. Gonzalez Rillo	Juan B. Rodríguez	1 9/16	15	10¾	24	General	75 P
	El Pueblo	1900	MD	50,000	S.A. El Pueblo	Jorge C. Dussol	Xavier D. Morelli	1⅞	15	11½	16-20	Catholics	40 P
	Freie Presse	1945	MD	22,000	Federico Muller	Federico Muller		1 5/16	15¼	10	12	German	50 P
	La Nacion (4)	1870	MD	IVC 259,100D IVC 298,094S	S.A. La Nación	Dr. Bmé. Mitre	Carlos M. Bowers	1¾	21⅞	15¾	20	General	100 P
	La Prensa (6)	1869	MD	355,000D 400,000S	Dr. Alberto Gainza Paz	Dr. Alberto Gainza Paz	Joaquín Otero	11 11/16	21¼	15½	20	General	100 P (D) 110 P (S)
	La Razón	1905	ED S	IVC 259,000 IVC 298,094	S.A. La Razón	Ricardo Muriago	José Anessi	1⅞	20	15½	20	General	(U.S.) $7.50 in.
	La Voz del Plata	1957	MD	10,000		Juan Bracamonte	Francisco Simonetti	1⅞	19¾	15¾	6	General	40 P
	Noticias Gráficas	1931	ED	160,000	Editorial Democracia S.A.	Alejandro Llanos	Antonio Pucci	1¾	15½	9½	20	General	45 P
	La Epoca	1945	ED	IVC 27,000		Ruben A. Corbacho	Armando Correa	1⅞	19¾	15	8	General	35 P
	El Cronista Comercial	1892	MDexSun	14,000	El Cronista Comercial S.R.L.	Rafael A. Perrota	Ernesto Grosman	1 15/16	21	15	6	Com,Ind.	40 P
	El Avisador Mercantil	1898	MD	6,500	El Avisador Mercantil S.A.	Armando F. del Casal	Humberto Quartirolo	1⅞	14¾	9¾	8	Est.,Com.	45 P
	Di Presse	1918	MDexMon	30,000	Soc. Colectiva Di Presse	Jacobo Botosansky	M. Rubinstein	1 11/16	20⅞	16	8	Jewish	35 P
	Corrieri Degli Italiano	1948	MDexSun	IVC 8,700		Ettore Rossi	Sidonie de Baron	1⅞	19¼	15½	8	Itañiano	30 P
	Le Quotidien	1948	MDexSun	5,000		Juan du Mazeau	Juan du Mazeau	1⅞	14⅞	11½	4	French	35 P
	El Diario Sirio Libanes	1929	MDexSun	6,000	Emilio Constantino	Emilio Constantino		1⅞	14½	9½	8	Lebanon-Syra	25 P
Carlos Casares (8,968)	La Ley	1918	EDexSun	1,200	Saúl Bercovich	Saúl Bercovich	Jorge O. Linari y Cía.	2¾	13½	9¾	6	General	8 P
	El Día		MDexSun	1,000	Francisco Buontempo	Francisco Buontempo		2¾	15	10½	6	General	8 P
Catamarca (36,311)	La Unión	1928	MD	IVC 3,400		Arturo Melo	Jorge Oscar Linari y Cía.	1¾	20½	15	4	General	18 P
Chascomús (10,803)	El Argentino	1887	MDexMon	2,000	A. A. Diaz	A. A. Diaz		1¾	19¾	13	4	General	5 P
Chivilcoy (27,747)	La Razón	1910	MDexMon	3,500	La Razón S.R.L.	Alfredo P. Silva	Pedro Ventura y Cía.	1⅝	20½	15⅛	4	General	11.50 P
	El Tiempo	1948	EDexSun	4,000	Francisco Falabella	Francisco Falabella	Jorge Oscar Linari y Cía.	1¾	19¾	13	4	General	10 P
Comodoro Rivadavia (31,910)	El Chubut	1921	MDexMon	3,500	Ed. El Chubut	E. Eciolaza	Jorge Oscar Linari y Cía.	2	19¾	12¼	8	General	10 P
	El Rivadavia	1915	MDexSun	4,600	Celestina P. de Cazala	Roberto J. Ezpeleta	Olivé y Cía.	1⅞	14⅞	10	8	General	10 P
Concepción del Uruguay (37,026)	La Calle	1944	MDexMon	2,500	Ed. La Calle S.R. Ltda.	Leopoldo Brold	Jorge Oscar Linari y Cía.	1 11/16	14¾	10⅜	8	General	10 P

(Continued on Page 370)

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LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Concordia (61,376)	El Diario	1924	EDexSun	5,000	Héctor T. Olivera	Héctor T. Olivera	Jorge Oscar Linari y Cía.	2	20	12⅜	6	General	10 P
	El Heraldo	1915	EDexSun	2,500		J. Liebermann	Olivé y Cía.	2	20¼	12¼	6	General	7 P
	El Litoral	1901	EDexSun	2,700	Suc. de L. de Luque	A.L. de Luque	Sindicato Periodístico	1 15/16	21	14¼	6	General	10 P
Córdoba (446,452)	Comercio y Justicia	1939	MD	5,000	Pronsato and Cía.	Domingo S. Pronsato	Luis Caseros	1⅜	14⅜	10	12	Com., Leg.	10 P
	Córdoba	1928	ED	35,000	Soc. Ed. Córdoba S. A.	José W. Agusti	Alfredo R. Marcó	1⅜	21	15½	8	General	35 P
	La Voz del Interior	1904	MD	35,000	Dr. Juan Remonda Hnos.	Silvestre R. Remonda	Pablo R. Hammer	1⅜	23⅜	15¼	8	General	25 P
	Los Principios (6)	1894	MD	IVC 25,598	S.A. Los Principios	Enrique N. Martínez	Luis Caseros	1 11/16	21½	15½	8	General	$1.80 in (U.S.) or 35 P
	Meridiano	1949	MD	15,000		Carlos A. Linares	Juan Maldonado	1 11/16	19¾	14⅜	8	General	20 P
	Orientación	1954	MD	12,000	Orientación E.P. y Gráfica	Antonio Sobral	Pedro Ventura y Cía.	1⅜	20¾	15½	8	General	18 P
Coronel Pringles (15,239)	La Noticia	1950	MD	1,000		Raúl C. Calvo	Elsa M. Serra	1⅜	18¾	13	8	General	3 P
	El Orden	1915	ED	2,000	Cejas Hnos. y Cía.	Raúl H. Cejas	Gregorio Cejas	1⅜	18¼	12⅞	8	General	5 P
Coronel Suárez (13,209)	El Imparcial	1921	EDexSun	5,000	P. García Plantolit	Roberto Carmenga	Jorge Oscar Linari y Cía.	1⅜	14¼	10¼	10	General	10 P
Corrientes (67,112)	El Liberal	1909	EDexSun	2,700		Enrique Jasid	M.G. Aparicio	1⅜	15	10	8	General	15 P
	La Mañana	1930	MDexMon	4,000	Elías Abad	Elías Abad	Jorge Oscar Linari y Cía.	2	14⅜	10⅜	8	General	15 P
	La Provincia	1956	MD	3,500	Diario La Provincia S.R.L.	José M. Irigoyen	Pedro Ventura y Cía.	1⅜	20¾	15¼	6	General	15 P
Esquel (6,946)	Esquel	1924	MDexMon	3,000	Luis Feldman Josin	Luis Feldman Josin	Jorge Oscar Linari y Cía.	2	13¾	10 5/16	8	General	15 P
Formosa (25,635)	La Voz Formoseña	1951	EDexSun	3,200	Salomón Goligorsky	Dr. Luis Gotnisky	Jorge Oscar Linari y Cía.	1⅜	18	13	4	General	12.50 P
	La Voz Popular	1938	MD	1,200	S. Godoy			2				General	9 P
General Pico (12,327)	La Reforma	1923	EDexSun	3,700	Soc. Diario La Reforma	José Matella	Jorge Oscar Linari y Cía.	2	21	14½	4	General	15 P
	Zona Norte	1943	MDexSun	1,000		José Villareal	Olivé y Cía.	2	20¼	14⅜	4	General	5.50 P
Gualeguay (27,644)	El Debate	1901	EDexSun	2,500		Enrique Lafourcade	Olivé y Cía.	1⅞	20¾	14¼	4	General	7 P
	Pregón	1945	EDexSun	3,000		Sra. Sara A. de Garibotti	Jorge Oscar Linari y Cía.	2	21	14	4	General	10 P
Gualeguaychú (43,622)	El Argentino	1911	MDexSun	6,000	Nicolás Montana	Luciano S. Montana	Olivé y Cía.	1⅜	22	15¼	4	General	10 P
	El Diario	1934	MD									General	10 P
	Hoy	1949	EDexSun	3,200			Jorge Oscar Linari y Cía.	1⅜	16¾	13	4	General	10 P
Juarez (9,020)	Tribuna	1927	ED	1,200	Tribuna S.E.C.P.A.	Jorge S. Bide		1⅜	12½	9¼	8	General	8 P
Jujuy (42,632)	Pregón	1955	MDexMon	5,200		L. Luna Espeche	Jorge Oscar Linari y Cía.	1 15/16	21	14¼	6	General	15 P
	Libertad	1956	MDexMon	3,000	Carlos Díaz Saravia	Carlos Díaz Saravia	Olivé y Cía.	2	14¼	10¼	8	General	8 P
Junín (42,891)	Democracia	1931	ED	2,000	Moisés Lebensohn	Moisés Lebensohn	Sindicato Periodístico	1⅜	21½	14¾	4	General	10 P
	La Verdad	1917	MDexMon	7,000	Diario La Verdad	Raúl Sanchez	Pedro Ventura y Cía.	1⅜	20½	15	6	General	15 P
Lanús (293,300)	Pregón	1942	MD	4,000	Pregón S.R.L.	Santiago Villegas		1⅜	14½	10½	8	General	18 P
	Vida de Lanús	1950	MD	4,000	José Ibañez	José Ibañez	Daniel Eiroa	2	14⅜	10⅜	10	General	25 P
La Plata (245,842)	El Argentino	1906	MD	IVC 7,200		Roberto Amieva	Joaquín Otero S.R.L.	1⅜	21¼	15½	10	General	12 P
	El Día (6)	1884	MD	IVC 61,912	El Día Soc. Anónima	Antonio Zamora	Joaquín Otero S.R.L.	1⅜	21¼	15½	10	General	38 P
	El Plata	1949	ED	IVC 21,900		Marcelo Gurruchaga	Joaquín Otero S.R.L.	1⅜	21¼	15⅜	8	General	12 P
La Rioja (26,549)	Rioja Libre	1955	MD	5,000				2	14⅜	10¼	8	General	15 P
Lincoln (15,063)	Ariel	1930	EDexSun	800		José Pérez Romero	Sindicato Periodístico	2	21¼	14¼	4	General	8 P
Lomas de Zamora (125,943)	La Comuna	1934	MD	4,500	Otelo S. A. Biancardi	Otelo S. A. Biancardi		1⅜	19¾	13	8	General	25 P
	La Unión	1897	MD	7,000	David Vosco and J. Agritta	David Vosco and J. Agritta		1⅞	15	9⅜	12	General	25 P
Mar del Plata (136,126)	El Atlántico	1938	ED	IVC 6,600		Amadeo Courel	Jorge Oscar Linari y Cía.	1⅞	13¾	9¾	12	General	15 P
	La Capital	1905	MD	IVC 12,900	Tomás Stegagnini	Tomás Stegagnini	Olivé y Cía.	1⅜	20¼	15⅞	8	General	18 P
	La Mañana	1946	MD	8,000		Alfredo Lombardo		1⅜	19¾	15¼	6	General	12 P
Mendoza (124,868)	Los Andes (6)	1882	MD	IVC 50,817 IVC 60,400	Soc. Diario Los Andes (Hnos. Calle.)	Felipe Calle	Carlos F. Virante	1⅜	20½	13¼	8-10	General	25 P (D) 27 P (S)
	La Libertad	1924	ED	IVC 13,000		José E. Frassinelli	Jorge Oscar Linari y Cía.	1 15/16	15⅜	9⅞	12	General	18 P
	El Tiempo de Cuyo	1956	MD		Editorial Los Horcones SAIG			1⅜	15	10¼	12	General	15 P
Mercedes (20,090)	El Oeste	1924	MDexMon	3,000		B. Bustos Berrondo	Jorge Oscar Linari y Cía.	2⅛	20⅛	13⅛	4	General	8 P
	El Orden	1894	MDexMon	3,800	Soc. de Cayetano Lendino			1⅜	19¼	13	8	General	10 P
Necochea (21,129)	Ecos Diarios	1921	MDexMon	2,000	Soc. Ecos Diarios	Saúl Ignacio	Olivé y Cía.	1⅜	20½	14⅝	4	General	7 P
Nueve de Julio (16,229)	El 9 de Julio	1909	EDexSat and Sun	4,000	Ambrosio Martínez	Ambrosio Martínez	Jorge Oscar Linari y Cía.	1⅞	20¼	18⅛	4	General	10 P
	El Orden	1920	EDexSat and Sun	1,500		Eusebio F. Martínez	Olivé y Cía.	2	19	15	4	General	5 P
	El Porvenir	1895	MD				Sindicato Periodístico	2	22⅞	15⅜	4	General	9 P
Olavarría (28,718)	Democracia		ED					2	20½	14¼	6	General	12 P
	El Popular	1899	MDexSun	IVC 5,000	Amoroso and Pagano	Julio A. Pagano	Pedro Ventura y Cía.	1⅜	20¾	15	8	General	12 P
	Tribuna	1955	EDexSun	5,000		Bernardo Harreguy	Jorge Oscar Linari y Cía.	1⅞	20⅜	13¾	6	General	12.50 P

(Continued on Page 372)

LA PRENSA

of Buenos Aires

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LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Parana (98,922)	El Diario	1914	MD	11,700	El Diario S. A.	Dr. Arturo Etchevehere	Jorge Oscar Linari y Cía.	1 3/8	15 1/2	10	12	General	28 p
	La Acción	1912	MDexMon	5,500	La Acción S. A.	Orestes F. Azcúa	José L. Olivé y Cía.	1 1/2	20 1/2	14 1/2	12	General	10 p
Pehuajó (16,062)	Noticias	1949	MDexMon	5,000		Juan M. Francia	Jorge Oscar Linari y Cía.	1 3/4	18 3/4	12 3/4	6	General	10 p
Pergamino (38,421)	El Tiempo	1952	MD	4,500				1 3/4	14 3/4	10	8	General	10 p
	La Opinión	1917	MD	6,000		Enrique Venini	Morelli y Cía.	1 1/2	15	10	8	General	18 p
Posadas (50,563)	El Territorio	1925	MDexSun	IVC 9,900	El Territorio S.R.L.	Humberto T. Pérez	Pedro Ventura y Cía.	1 3/4	21 3/4	15 3/4	6	General	15 p
Presidencia R.S. Peña (32,550)	Tribuna Chaqueña	1935	MD	2,500	Diario Tribuna Chaqueña	Ruben Valdez	Pedro Ventura y Cía.	2	13 3/4	10 1/4	6	General	12 p
Punta Alta (23,554)	El Regional	1922	EDexSun	3,800				2	26 1/4	18 3/4	6	General	10 p
Quilmes (139,000)	El Sol	1927	MDexSun	12,000		R. Imperioli		2 1/4	16 1/4	12	10-12	General	45 p
Rafaela (27,470)	La Opinión	1921	EDexSun	IVC 2,600	Buffelli and Actis	Rafael R. Actis	Pedro Ventura y Cía.	1 3/4	19 3/4	13	8	General	12 p
Resistencia (73,816)	El Territorio	1919	MD	IVC 9,400	Ed. El Territorio S.R.L.	Francisco F. Garcia	Pedro Ventura y Cía.	1 3/4	15 3/4	10 1/4	12	General	18 p
	La Voz del Chaco	1915	MD	3,000				2 1/4	22 7/8	15 3/4	8	General	12 p
Rio Cuarto (58,788)	El Pueblo	1912	MDexMon	IVC 3,200		Luciano Subirachs	Jorge Oscar Linari y Cía.	1 3/4	16 1/2	10 1/4	10	General	15 p
	La Calle	1951	MDexSun	3,000	Diario La Calle	Alejandro Sansi	Pedro Ventura y Cía.	1 1/2	16	11 1/4	8	General	12 p
Rosario (543,181)	Crónica	1914	ED	14,000								General	10 p
	Democracia	1953	MD	27,000		Noe L. Gutman		1 3/4	21 1/2	15 1/2	8	General	25 p
	La Capital (6)	1867	MD	80,000	Sres. Lagos	Carlos & Ovidio Lagos	Adam Jerkovic	1 11/16	20 3/4	16 1/4	10	General	50 p
	La Tribuna	1950	ED	IVC 15,280	Publicitaria Rosarina	Virgilio Albanese	Sra. Rosa De Luza	1 3/4	20 5/8	15	6	General	21 p
	Rosario	1953	ED	IVC 20,400		Noe L. Gutman		1 7/8	21 1/2	15 1/2	8	General	28 p
Salta (87,401)	El Intransigente	1930	MD	IVC 8,500		David Michel Torino		1 3/4	14	10 5/8	16	General	20 p
	El Tribuno	1949	MD	21,000			José L. Olivé y Cía.	1 3/4	14	10 5/8	8	General	13 p
	Norte	1942	MD	9,900	Informativo del Norte S.R. Ltd.	Luis V. Giacosa	Jorge Oscar Linari y Cía.	1 3/4	15	11	8	General	18 p

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"Las Ultimas Noticias"
"La Segunda"

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"LA ESTRELLA"

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LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Francisco (29,395)	La Voz de San Justo	1915	MD	3,500	.....	.....	.....	1 3/8	20 3/4	16	4	General	20 P
San Juan (105,452)	Diario de Cuyo	1948	MD	IVC 8,900	.....	Francisco Montes	Jorge Oscar Linari y Cía.	1 3/8	19 3/4	15 1/2	8	General	18 P
	Tribuna	1931	MD	IVC 11,500	Diario Tribuna	Horacio A. Esbry	Pedro Ventura y Cía.	1 3/4	20	15 7/8	8	General	18 P
San Luis (27,762)	Democracia	1943	MDexMon	2,300	.....	Urbano J. Nuñez	Jorge Oscar Linari y Cía	2	14 3/8	10 1/2	6	General	15 P
	La Opinión	1913	EDexSun	2,000	.....	.....	.....	1 15/16	18 3/4	13	4	General	10 P
San Nicolás de los Arroyos (29,697)	El Norte	1872	MDexMon	1,800	S.A. El Norte	Haroldo Zuelgaray	José Olivé y Cía.	2 1/2	20 7/8	12 1/2	4	General	6 P
	El Tribuno	1916	ED	2,100	Dr. Arturo E. Porthe	.....	.....	1 3/4	19 3/4	13	4	General	10 P
	El Progreso	1905	MDexMon	6,000	Dr. Arturo Porthe	Dr. Arturo Porthe	Jorge Oscar Linari y Cía	1 3/8	14 3/4	10 1/2	8	General	12.50 P
San Rafeal (36,887)	El Comercio	1920	.....	12,000	.....	.....	.....	1 1/2	15 7/8	11 1/4	4	General	15 P
	La Capital	1917	.....	.....	.....	.....	.....	2	19	12 1/4	4	General	8 P
Santa Fé (195,933)	El Litoral	1918	ED	IVC 39,800	Suc. de Salvador Caputto and P.A. Caputto Vittori	Riobo Caputto	José Olivé y Cía.	1 7/8	19 3/4	15 1/2	8-10	General	25 P
	El Interior	1957	MD	30,000	Editorial El Interior S.R. Ltda.	Feliciano M. del Barco	Pedro Ventura y Cía.	1 5/16	20 1/2	15 3/4	10-12	General	25 P
Santa Rosa (16,208)	La Arena	1933	MD	1,200	Diario La Arena	Raúl J. D'Atri	Pedro Ventura y Cía.	1 5/8	20 1/4	14 3/8	6	General	15 P
	La Capital	1893	MDexMon	1,800	.....	.....	.....	1 11/16	20 5/8	14 1/2	4	General	20 P
Santiago del Estero (72,113)	El Liberal	1898	MD	.IVC 13,900	Editorial El Liberal S.R.L.	Dr. José A. Castiglione	Pedro Ventura y Cía.	1 3/4	22 1/4	15 1/2	6	General	18 P
	La Hora	1927	EDexSun	5,000	.....	.....	.....	1 7/8	20 5/8	15 3/8	4	General	15 P
	La Provincia	1940	EDexSun	4,500	.....	Luis Vainer	Jorge Oscar Linari y Cía.	1 7/8	19 1/2	13 1/2	4	General	15 P
Tandil (38,335)	El Eco de Tandil	1882	MDexSun	3,000	.....	Juan M. Calvo	Jorge Oscar Linari y Cía.	1 7/8	14 1/2	10	12	General	12.50 P
	Nueva Era	1919	EDexSun	6,500	Diario Nueva Era	Dr. José A Cabral	Pedro Ventura y Cía.	1 7/8	20 1/2	15 1/4	6	General	12 P
	Actividades	1949	ED	6,000	.....	Dr. Ubaldo Zubillaga	.....	1 7/8	20 1/4	15 1/2	6	General	8 P
Trelew (7,315)	Jornada	1953	MDexSun	6,000	.....	Luis Feldman	Jorge Oscar Linari y Cía.	1 15/16	14	10 1/8	8	General	15 P
Treque Lauquen (12,917)	El Independiente	1899	MDexSun	3,000	.....	Julio Nuñez	Jorge Oscar Linari y Cía.	2	14 1/2	10 1/2	4	General	10 P
Tres Arroyos (35,590)	La Hora	1933	MD	3,500	.....	Mateo Mastronardi	Morelli y Cía.	1 3/4	21 1/4	14 3/4	6	General	12 P
	La Voz del Pueblo	1902	MD	IVC 6,700	Diario La Voz del Pueblo	Dr. Antonio Maciel	Pedro Ventura y Cía.	1 7/8	20 1/2	15	6	General	12 P
Tucumán (245,309)	El Mercurio	1952	MD	7,000	Angel Enrique Raffo	Angel E. Raffo	Jorge Oscar Linari y Cía.	1 7/8	14 1/2	10 1/8	8	Jurisprudence	18 P
	La Gaceta (6)	1912	MD	IVC 72,087	Soc. Ed. La Gaceta S.R.L.	Alberto G. Hamilton	Julio Croto Posse	1 7/8	22	15 3/4	8-14	General	$4.85 in (U.S.) or 70 P
	Noticias	1956	EDexSun	10,000	Angel E. Raffo	Angel E. Raffo	Jorge Oscar Linari y Cía.	1 7/8	14 3/4	10	12	General	25 P
Villaguay (20,697)	El Pueblo	1926	EDexSun	5,000	Emilio Surra	Juan Carlos Surra	Jorge Oscar Linari y Cía	1 7/8	21 3/4	14 3/8	4	General	12.50 P
Villa Maria (36,647)	El Tiempo	.....	.....	3,000	.....	.....	Xavier Morelli	.....	.....	.....	.....	General	12 P
Villa Mercedes (28,607)	Centinela	1944	MDexSun	1,000	Anibal Ponce	Anibal Ponce	Jorge Oscar Linari y Cía	1 7/8	14	9 3/4	6	General	15 P
	La Voz del Sud	1903	ED	2,000	.....	Icario F. Curchoi	Sindicato Periodístico	1 7/8	20	13 1/2	4	General	10 P
Zarate (41,761)	El Debate	1905	MD	5,000	.....	Juan Alberto and José Guerci	.....	2	14 1/2	10 1/4	6	General	12 P
	El Pueblo	1950	ED	3,000	.....	.....	.....	1 7/8	13 1/4	9 3/4	8	General	10 P

Note: IVC=Audit Bureau of Circulations.

BOLIVIA (4,019,031)

Boliviano

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
	La Nacion	1952	D	50,000	Luis Alberto Alipaz	Ricardo Ocampo Castro	H. Sanchez	2 1/2	16	8 col.	16	General	.....
La Paz (321,073)	El Diario (32)	1904	MD	45,000S 38,000D	Empr. Edit. El Diario, S.A.	José Carrasco J.	Jorge Carrasco	2	20 1/2	15	11 4/10	General	50 bols. cm.
Cochabamba (76,500)	El Pueblo	.....	D	12,000	S. A. "El Pueblo"	Walter Rias Gambos	Ricardo Cabero	2	20	16	8	General	70 bols. cm.
	Ultima Hora	1939	EDexSun.	4,000	Alfredo Alexander	Alfredo Alexander and Humb. Palza	Enrique Carrasco	2	22	8 col.	8	General	.....
Oruro	La Patria	1919	MDexMon.	6,000	Editorial "La Patria", Ltda.	A. Enrique Miralles	Cristobal Molina-Rodriguez	2	20 1/2	15 5/10	8	General	.....
	Noticias	1935	MD	5,000	Empr. de Publicidad "Noticias," S. A.	Luis Suaznabar Velasco	Walter Tapia Mendivil	2	19 1/2	13 1/2	8	General	10 bols. cm.

BRAZIL

(60,000,000 EST. POPULATION) CURRENCY: Cruzeiro

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Rio de Janeiro (Cap. of Brazil): Pop. Est. 2,900,000	A. Noticia (6)	1894	ED	50,000	Ed. and Imp. Jornais e Revistas S/A	Chagas Freitas, T. S. Mitke, Othom Paulino	Valdyr Freitas	5	54	8 col.	.....	Cr. 60
	Brazil Herald (English) (6)	1948	MDexM	10,000	Editora Mory, ltda	Joseph S. Brown	Antonio G. Pinheiro	4.8	40	5 col.	.....	Cr. 50
	Correio da Manhã (6)	1901	MD	60,000	Correio da Manhã S/A	M. Paulo Filho, V. Portinho, A. de Salles, A. Calado (ed.)	Oscarino Vasconcellos	4.5	58	9 col.	.....	Cr. 64
	Correio Radical (6)	1954	MD	.....	Correio Radical ltda	Amelio J. Ferreira, Mario C. da Cunha, A. B. Toledo	Carlos P. Nunes	4.6	54	8 col.	.....	Cr. 40
	Diario Carioca (6)	1928	MDexM	60,000	S/A Diario Carioca, Horacio de Carvalno (pres.)	Zelio Valverde (mgr.), Danton Jobim (ed.)	C. M. de Barros Filho	4.8	55	8 col.	.....	Cr. 60
	Diario de Noticias (6)	1930	MD (Sun)	77,040D 132,280S	S/A Diario Noticias, O. P. Ribeiro Dantas (pres.)	João R. Dantas, M. M. Machado, A. Silva	Pericles Neiva	4.7	50	9 col.	.....	Cr. 62 (D) Cr. 80 (S)
	Diario do Noite (6)	1929	ED	90,000	S/A Diario da Noite	A. de. Athayde, F. B. de Mello, Carlos Eiras, M. Valtsman (ed.)	Antonio Azevedo	4.4	55	9 col.	.....	Cr. 80
	Diario Trabalhiste (6)	1946	MD	10,000	Conis Editoras Argonauta	Nelson R. de Souza, Ari Camargo (mgr.)	.....	4.4	60	8 col.	8 pg.	Cr. 30
	Gazeta de Noticias (6)	1875	MD	25,000	S/A Gazeta de Noticias	J.B. Nogueira da Cruz, M. Weddington, P. Parizo, H. Podda	.....	4.5	44	6 col.	.....	Cr. 40
	Imprensa Popular (6)	1947	MD	20,000	Pedro Mota Lima	Pedro Mota Lima	Gaider Gomes	4.5	80	8 col.	8 pg.	Cr. 30

(Continued on Page 374)

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

BRAZIL—Continued

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Rio de Janeiro—Cont'd	Jornal do Brazil (6)	1891	MD	30,000	S/A Publ. Jornal do Brazil, Condessa B. Carneiro, (pres.)	Anibal F. da Fronseca, J.A. MacDowell, M.F. do Nascinento Brito	Edgar Santos	4.5	56	8-9 col		Cr. 40
	Jornal do Commercio (6)	1827	MD		Rodrigues & Cia	F.C. de San Tiago Dantas	D.C. Fernandes	4.5	60	10 col.		Cr. 60
	Jornal dos Sports (6)	1931	MD	70,000	Jornal dos Sports S/A	M.L. Rodrigues Filho, H. Gigante	F. Pimentel (#) (Rep. in São Paulo)	4.5	54.5	8 col.		Cr. 36
	Luta Dernocrática (6)	1954	MD	20,000	Tenorio Cavalcante	T. Cavalcante, Santacrus Lima	Walter de Souza	4.5	52	7-9 col.		Cr. 40
	O Dia (6)	1951	MDexM	100,000	Editora de Jornais e Renistas S/A	O. Paulino, T.S. Mitke	H. Santa Maria	4.5	54	8 col.		Cr. 50
	O Globo (6)	1925	EDex (Mon.)	127,606 195,132	Emp. Jornalistica Brasileira S/A	Ricardo, Rogerio and Roberto Marinho, H. Moses	Silvio Behring	4.5	54	8 col.		Cr. 130 (D) Cr. 156 (Mon.)
	O Jornal (6)	1919	MD	50,000D 115,000S	S/A O Jornal	T. de Andrade, J. Calmon, F. Bandeira de Milo, P. V. Correa	Antonio Azevedo	4.4	55	9 col.		Cr. 50
	O Mundo (6)	1947	EDexSun.	15,000	O Mundo, Grafica e Editora S/A, G. Rocha (pres.)	J. Gonealves Sa, J. Rocha Vaz, C.A. Vinhais	Luiz Perrone	4.5	49	7 col.		Cr. 30
	Tribuna da Imprensa (6)	1949	ED	30,000	S/A Editora Tribuna do Imprensa	Carlos Lacerda (pres.), Nilson Viana (ed.)	G. S. Montalvão	4.5	53	8 col.		Cr. 60
	Ultima Hora (6)	1951	EDexMon Mon	115,000 180,000	Ed. Ultima Hora S/A	Samuel Wainer, Sergio De Lima E. Silva, L. F. Bocayuva Cunha, Carlos Rizzini	Sani Sirotski	1⅝	31¼	8 col.	24WD 30 Mon	Cr. $354.00* Cr. $508.00† Cr. $635.00‡

* Per column inch R.O.P. † Per column inch for specified position. ‡ Per column inch for 3rd page.

ALAGOAS

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Maceió: 120,980	Diario de Alagoas (6)	1934	MD	1,500				4.5	48	7 col.		Cr. 20
	Gazeta de Alagoas (6)	1934	MD	4,200	J.A. Casado de Mello	C. Cavalcanti (ed.)		4.5	51	7 col.		Cr. 15
	Journal de Alagoas (6)	1908	MD	8,000	Arnaldo Jambo	A. Jambo		4.5	56	8 col.		Cr. 10
	O Serneador (6)	1913	ED		Orgrao da Arquidiocese de Maceio			4.8	46	6 col.		

AMAZONAS

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Manáus: 139,620	A Critica (6)		MD	7,500	Umberto Calderano Filho		E. Ribeiro	4.5	56	8 col.		Cr. 20
	A Tarde (6)	1936	ED	500	Aristojamo Antony	Aristojano Antony		5.5	56	7 col.		Cr. 8
	Diario da Tarde (6)	1937	ED	6,000	Archer Pinto, Ltda	Aguinaldo Archer Pinto	E. Ribeiro	4.5	56.5	8 col.	4 pg.	Cr. 36
	Jorival do Comercio (6)	1904	MD	6,000	Diarios Associados	Frederico Barata	E. Ribeiro	4.5	56.5	8 col.	6-12 pg.	Cr. 36, 110 (S)
	O Jornal (6)	1930	MD	D 12,000 S 18,000	Archer Pinto, Ltda	Aguinoldo Archer Pinto		4.5	56.5	8 col.	6-12 pg.	Cr. 36 110 (S)

BAHIA

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Ilhéus: 134,240	Diario da Tarde (6)	1928	D	4-5,000	Francisco Doria	F. Dorea	A.S. Lara (#)	4.7	50	7 col.	4 pg.	Cr. 18
Itabuna: 147,730	O Intransigente (6)	1924	D	1,000	Miguel F. Moreira	Otoni Silva	Gerosa Souza	4.9	50	7 col.	4 pg.	Cr. 18
Salvador: 417,235	A Tarde (6)	1912	ED	8,000	E. Simões Filho	E. Simões Filho			57	7 col.		Cr. 24
	Diario da Bahia (6)	1856	MD	8,000	S.A. Diaro da Bahia		Jornais a Emissoras Ltda (#)	5	54	8 col.		Cr. 18
	Diario de Noticias (6)	1875	MD	16,000	Diarios Associados	Odorico Tavares	Servicos de Imprensa Ltda. (#)	4.5	55	8 col.		Cr. 90
	Estado da Bahia (6)	1933	ED	16,000	Diarios Associados	Odorico Tavares	Servicos de Imprensa Ltda. (#)	4.5	55	8 col.		Cr. 16

CEARA

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Fortaleza: 270,179	Correio do Ceara (6)	1915	ED	8,500	Diarios Associados	Eduardo Campus	A.C. de Oliveira	4.5	55	8 col.		Cr. 20
	Gazeta de Noticias (6)	1927	MD	4,000	V.A. Drumond	José Pessôz	Antonio Herrera	4.5	43	6 col.		Cr. 20
	O Estado (6)	1935	MD	3,500	Emp. Ed "O Estado, Ltda."	Fran Martins	Pedro Worns	4.8	40	6 col.		Cr. 15
	O Nordeste (6)	1922	ED		Emp. Ed "O Nordeste Ltda."	A. Furtado, A. Mendes, M. da Silva Gomez		4.5	42	6 col.	8 pg.	Cr. 7
	O Povo (6)	1928	ED	10,000	Emp. "O Pova" Ltda	J.C. Alencar Brasil	Jornais e Emissoras, Ltda	4.5	52	8 col.	8 pg.	Cr. 22
	Unitario (6)	1903	MD		Eduardo Campos (dir)	A.C. de Oliveira (ed)	Servico de Imprensa Ltda	4.5	55	8 col.		Cr. 20

ESPIRITO SANTO

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Cachoeiro do Itapemirim (81,082)	Correio do Sul (6)		MD	6,000	C. Ribeiro	C. Ribeiro	Bureau Interstadual (rep)	4.5	49	7 col.		Cr. 10
	A Epoca (6)		MD					4.5	32.5	5 col.		Cr. 2
Colatina: 100,437	Folha do Norte (6)		MD	6,000			Bureau Interstadual (rep)					Cr. 10
Vitoria: 50,922	A Gazeta (6)	1925	MD	5,000	S.A.A. Gazeta	José de Mendonca, E.P. Queiroz (ed)	Bureau Interstadual (rep)	4.5	50	7 col.		Cr. 25
	A Tribuna (6)	1938	MD	4,000	Grafica A. Tribuna S/A	Rosendo Serapiao	A.S. Lara (rep)	4.5	42.5	6 col.	8 pg.	Cr. 22
	Folha do Povo (6)		ED						52	7 col.	8 pg.	Cr. 10

GOIAS

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Anápolis: 50,338	O Anápolis (6)	1935	M	4,000	Artegrafica S.A	Sebastio Junoueira	J.M. Ferreira (rep)	5.5	50	6 col.	6 pg.	Cr. 10
Goiânia: 124,905	Folha de Goias	1939	MD	6,000	Diarios Associados	M.L. Alencar (pres.), F. Braga Sobrinho (dir-ed)	Sila (rep)	4.5	42	6 col.	8 pg.	Cr. 12
	O Popular (6)	1938	MD	8,000	J. Camara and Irmaos, S.A	Jaime Camara (dir), Tasso Camara (ed)	Jornais e Emisso-Ras (rep)	4.5	48	7 col.		Cr. 20
Pium (New Town)	Ecos do Tocantins (6)		M	5,000	T. Coelho Neto	T. Coelho Neto		4.1	30	5 col.	4 pg.	Cr. 10

GUAPORE—TERRITORY

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Pôrto Velho: 27,244	Alto Madeira (6)		MD	2,000	Diarios Associados	Carlos Mendonca	Servicos de Imprensa (rep)	4.5	58	8 col.		Cr. 20

MARANHAO

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
São Luiz: 119,785	A Tarde (6)		ED					5.5	40	5 col.		Cr. 3
	Jornal do Dia (6)	1950	MD	3,000		Raimundo Bacelar	J.M. Ferreira	4.7	50	7 col.		Cr. 20
	Jornal do Povo (6)		MD		Neiva Moreira	Neva Moreira	Telepress (rep)		40 pg. w,30 cin			Cr. 20
	O Globo (6)	1939	ED	5,000	Diarios Associados	Frederico Barata	Servicos de Imprensa (rep)	4.5	49	7 col.		Cr. 20
	O Imparcial (6)	1926	MD	7,000	Diarios Associados	Frederico Barata	Servicos de Imprensa (rep)	4.5	49	7 col.		Cr. 25

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

BRAZIL—Continued

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
MATO GROSSO												
Campo Grando: 57,033	Jornal do Correrclo (6)	1921	ED	.....	J. de Vasconcellos	J. de Vasconcellos	Afonso Pena	4.5	42	6 col.	6 pg.	Cr. 15
	O Matogrossense (6)	1949	MD	4,000	.....	Philadeljo Garcia	ZAF Publicidade (rep)	5	43	5 col.	.....	Cr. 10
Corumba: 38,734	O Memento (6)	1945	ED	1,000	Emp. Ed. "O Momento" Ltda.	L.F. Rodrigues	M.F. Rodrigues	5.5	46	6 col.	4 pg.	Cr. 10
	Tribuna (6)	1912	MD	1,200	Ed. Matograssense S/A.	N. Chamma and V. Bezerra Neto	J. Menezes (rep)	5.5	50	6 col.	.....	Cr. 5
Cuiaba: 56,204	O Estado de Mata Grosse	1939	MD	3,000	J. Strubing Muller	R. Paes de Barras	C.E. Bianchi (ed)	5.5	47	5 col.	.....	Cr. 15
MINAS GERAIS												
Araguari: 430,305	Diario de Araguari (6)	1956	MD	3-5,000	Diario de Araguari Ltda.	Elmiro Barbosa and Pedro Vandeth (ed)	S.A. Lara	4.5	37.5	6 col.	.....	Cr. 10
Belo Horizonte: 352,724	Correio do Dia (6)	1953	MD	.....	Orlando M. Carvalho	.....	.....	5	50	8 col.	16 pg.	Cr. 20
	Correio da Tarde (6)	1946	ED	.....	Emp. Correio da Tarde	B. da Costa and Nelson Sellman	W. de Figueiredo	4.5	54	8 col.	16 pg.	Cr. 20
	Diario de Minas (6)	1949	MD	.....	Diario de Minas S.A.	Arsenio Garzon, G.G. Maciol (ed), J.A. Pereia (mg)	J. Barros Gomes	5	50	8 col.	16 pg.	Cr. 40
	Diario da Tarde (6)	1930	ED	12,000	Diarios Associados	Paulo Cabral	Jóse Vas	5	56	8 col.	.....	Cr. 25
	Estado de Minas (6)	1928	MDex Mon.	30,000	Diarios Associados	Paulo Cabral	Jóse Vas	5	56	8 col.	.....	Cr. 60
	Folha de Minas (6)	1934	MD	20,000	S.A. Folha de Minas	Hermen Chavez	Amávél Costa	4.5	49	7 col.	16 pg.	Cr. 30
	O Diario (6)	1935	MDex Mon.	26,000	Boa Imprensa S.A., H. Hargreanes, pres.	Antunes Fonescu	M. de Aliveira	4.5	55	8 col.	16 pg.	Cr. 45
	O Diario do Commercio (6)	1931	MD	8,800	Jóse Costa	Jóse Costa	I.P. Cristo	5	40	5 col.	16 pg.	Cr. 20
	Tribuna de Mines (6)	1951	ME	10,000	Dr. Sebastio de Brito	G.J. Meirelles	C. Leite	5	52	8 col.	.....	Cr. 25
Juiz de Fóra: 126,989	A Tarde (6)	1951	ED	18,300	Gazeta Comercial Artes Graficas S.A.	Theo Sobrinho	A.S. Lara (rep)	4.5	50	7 col.	.....	Cr. 15
	Diario Mercantil (6)	.....	M	.....	Renato Diaz Filho (dir)	Renato Diaz Filho	Servicos de Imprensa (rep)	4.5	52	8 col.	.....	Cr. 25
	Diario da Tarde (6)	.....	E	.....	Renato Dias Filho	Renato Dias Filho	Servicos de Imprensa (rep)	4.5	52	8 col.	.....	Cr. 25
	Folha Mineira (6)	1932	ED	8,000	Folha Mineira Ltda.	A. deOliveira	.....	4.5	50	7 col.	.....	Cr. 20
	Gazeta Comercial (6)	1924	MD	11,500	Gazeta Comercial Artes Grajicas S.A.	Theo. Sobrinho	A.S. Lara (rep)	4.5	50	7 col.	.....	Cr. 30
Pocos de Caldas: 25,237	Diario de Pocos de Caldas	1944	MD	8,000	Clodoveu Davis	Mourao Davis, R. Feirreira, M. Pironi, P. dePaula Barbosa	A.S. Lara (rep)	4.5	48	7 col.	.....	Cr. 10
Sáo Jóao Del Rei: 50,621	Diario do Comercio (6)	.....	MD	1,500	J.B. dos Santos	J.B. dos Santos	.....	5	42	5 col.	.....	Cr. 3
Uberaba: 69,434	Correio Católico (6)	1896	ED	8,000	Fundacaó Leao XIII	C.A. Cruz	C. Monteiro	5	39	.....	.....	Cr. 30
	Lavoura e Comercio (6)	1899	.....	7,500	Emp. "Lavaura e Com." Ltda.	Q. Jardim, R. Jardim, R. Novais	B. Sivieri	5	52	8 col.	6 pg.	Cr. 15
Uberlandia: 54,984	Correio de Uberlandia (6)	1937	MD	3,500	Emp. Graf de Uberlandia	W. Melgaca Barbosa	A.S. Lara (rep)	4.5	46.5	7 col.	.....	Cr. 20
	O Reporter (5)	1933	ED	.....	J. deOliveira	J. deOliveira	J. Pinheiro	4.5	50	7 col.	4 pg.	Cr. 12

(Continued on Page 376)

O GLOBO

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BRAZIL—Continued

PARA													
Belém: 254,949	A Vanguarda (6)	1937	ED	2,500	Diarios Associados	Frederico Barata	Servicos de Imprensa Ltda. (rep)	5	56	8 col.			Cr. 10
	Folha do Norte (6)	1896	MD	25.000	J. Paulo A Maranhão	João Maranhão		4.7	56	8 col.			Cr. 24
	Folha Vespertina (6)	1937	ED	15,000	J. Paulo A Maranhão	João Maranhão		4.7	56	8 col.			Cr. 18
	Estado do Pará (6)	1909	MD	10,000	Alfonso Justo Chermont	A.J. Chermont	Jornais e Emissoras Ltda. (rep)	4.5	55	8 col.			Cr. 12
	A Provincia do Pará (6)	1876		24,000	Diarios Associados	Frederico Barata	Servicos de Imprensa Ltda. (rep)	5	56	8 col.			Cr. 15
PARAIBA													
João Pessoa: 119,326	A União (6)	1892	MD	6,000	Governo do Estado	J. da Gama Batista	A.S. Lara (rep)	4.5	48	6 col.	8 pg.		Cr. 18
	Correio da Paraiba (6)	1953	MD		Ed. Peone S.A.	Teotonio Neto	F. Proccoli (mgr)	5	50	8 col.			Cr. 17
	O Estado (6)	1949	MD	6,000	O. Montenegro	O. Montenegro	Jornais e Emissoras (rep)	4.5	50	7 col.			Cr. 10
	O Norte (6)		M				Servicos de Imprensa Ltda. (rep)		58		8 pg.		Cr. 10
PARANA													
Curitiba: 180,575	A Tarde		ED		Protásio deCarvalho	Protásio deCarvalho							
	Diario do Tarde (6)	1899	ED	10,000	Lufrido Clok	Roberto Barrosa	P.C. Gomes	5	50	8 col.	8 pg.		Cr. 30
	Diario doParaná (6)	1956	MD			Aderbal Stresser	Servicos de Imprensa Ltda. (rep)	5	56	8 col.			Cr. 40
	Gazeta doPovo (6)	1919	MD	15,000	Emp. Grajica Paranaense Ltda.	Placido, Silva and Pinheiro Junior; C.S. Vale (mgr)	P.C. Gomes	4.7	55.5	8 col.	16 pg.		Cr. 44
	O Dia (6)	1926	MD	8,000	Emp. Ed. "O Dia" S.A.	Marcial Maciel (mgr), Saul Lupion (ed)	P.C. Gomes	4.5	53	8 col.			Cr. 32
	O Estado do Paraná (6)	1951	MD	12,000	Ed. "O Estado doParaná"	Aristides Merby; J.D. Freitas Neto (sec)	Reprejar Ltda. (rep)	4.5	52	8 col.			Cr. 50
	Paraná Esportivo (6)	1947	ED	3,500		J.M. Sobrinho, Ezio Zenelo, J.S. Filho	A.S. Lara (rep)	5.5	49	6 col.			Cr. 25
Londrina: 71,412	Folha de Londrina(6)	1947	MD	4,500	João Milanez		Jornais e Emissoras (rep)	4.5	50				Cr. 17
	Gazeta do Norte (6)	1947	ED	4,800	Victor Bosso	Francisco Turna (mgr)	A. Dobrucki, Edison Maschio	4.5	50	7 col.	6 pg.		Cr. 23
Paranaguá: 24,638	Diario do Comércio (6)	1912	MD	2,400	M. Amastacio	M. Amastacio	A.S. Lara (rep)	5.5	50	6 col.	4-6pg.		Cr. 15
Ponta Grossa: 53,570	Diario dos Campos (6)	1908	MD	8,000	José Hoffmann	N. Ferigotti	A.S. Lara (rep)	4.5	50	8 col.	6-8 pg.		Cr. 15
	Jornal daManha (6)	1954	MD	3,000	Industrios Theophilo Cunha S.A.	P.F.A. Calderai, J. Borel duVernay	A.A. Calderai (mgr)	5	50	7 col.			Cr. 15
PERNAMBUCO													
Recife: 524,682	Correio doPovo (6)	1954	MD		Grafica Correio doPovo S.A.	E. Bezerra Leite	A.S. Lara (rep)	4.70	54	8 col.	8 pg. (16 pg. Sun)		Cr. 40
	Diario doMahha (6)	1927	MD	5,000	Luis F. Souza Leao	L.F. Souza Leao							
	Diario da Noite (6)	1946	ED	23,000	Emp. Jornal doComercio S.A.	F. Pessôa deQueiroz	Jornais e Emissoras Ltda. (rep)	4.5	53	8 col.			Cr. 30
	Diario de Perrambuco	1825	MD	30,000	Diarios Associados - "Diarios dePerrambuco S.A." A. Chaves, Pres.	O. Mota, A. Fernandes, J. Santos	Servicos de Imprensa Ltda. (rep)	4.5	52	8 col.			Cr. 40
	Folha da Manhá (6)	1937	MD	15,000	P.G. deMagalhães	P.G. deMegalhães		4.5	43	6 col.			Cr. 22
	Folha do Povo (6)	1902	MD			Sindulfo Jasué							
	Jornal do Commercio (6)	1919	M		Emp. Jornal do Commercio S.A.	F. Pessord de Queiroz		4.5	53.5	8 col.			Cr. 50
	Jornal Pequeno (6)	1899	ED			Ranylson SáBarreto							Cr. 20
PIAUI													
Teresina: 90,723	Jornal doComércio (6)	1946	MD		Organizacãs Gráfica comercial	B.C. Bastos		4.5	42	6 col.			Cr. 22
RIO GRANDE DO NORTE													
Natal: 103,215	Diario de Natal (6)	1939	ED		Diarios Associados	E.C. Varela	Servicos de Imprensa Ltda. (rep)	4.5	49	7 col.	8 pg.		Cr. 10
	O Poti (6)		MD		Diarios Associadas	J. Cavalcanti	Servicos de Imprensa Ltda. (rep)	4.5	49	7 col.			Cr. 10
	Tribuna do Norte (6)	1950	MD		D.M. Mariz, R. Pereira, R.N. Fernandes	Aluizio Alves (dir), O. Ferreira de Sauza (ed)	W. Araujo (mgr)	4.7	50	7 col.	6 pg.		Cr. 20
RIO de JANEIRO													
Barra Mansa: 70,880	A Vos do Povo (6)	1945	ED	2,500	Leo M. Dias	Leo M. Dias	H.S. Lara (rep)	4.5	51	7 col.			Cr. 15
Campos: 237,633	A Cidade (6)	1934	MD	6,000		Julio Nogueira	Rosita Martins (mgr)	5.5	51	6 col.			Cr. 10
	A Noticia (6)	1916	MD	3,000		H.S. Rodrigues	A.S. Lara (rep)	5.5	56	6 col.			Cr. 10
	Folha do Comercio (6)	1909	M	3,500		E.L. Ribeiro, J. Correa (Sec.)		5.5	54	7 col.			
	Folha do Povo (6)	1947	MD	4,200	J.R. deOliveira	J.D. deOliveira, Luiz Balbi	Jornais e Emissoras Ltda. (rep)	4.5	47	7 col.			Cr. 18
	Monictor Campista (6)		MD	5,000	Diarios Associados	J. deMelo	Servicos de Imprensa Ltda. (rep)	5	59	8 col.			Cr. 10
	O Dia (6)	1924	MD	3,000	Cesar and Godofredo Tinoco	Cehil Tinoco		5.5	51	6 col.	6 pg.		Cr. 10
Niterái: (cap. 186,309)	O Estadó (6)		M	10,000	Emp. Inc. Patrimonio Nacional			4.7	55	8 col.			Cr. 12
	O Fluminense (6)		M				J.M. Ferreira (rep)	5	58	8 col.			Cr. 30
Petropolis: 50,000	Diario dePetropolis (6)		MDex Mon.	5,000		A. Cesor Nunes	Janette Edler	4.5	50	7 col.			Cr. 15
	Jornal dePetrolis (6)	1923	MD	5,000	Emp. Grafica Diarios Assn. Ltds. and G.S. Peres	M.A.C. deMiranda and G.S. Péres		4.5	50	7 col.			Cr. 12
	Jornal do Povo (6)	1950	MD	3,000	AGISA	Dr. A. Gabiroboertz, L. D. deOliveira		4.5	43.5	6 col.	12 pg.		Cr. 12
	Tribuna de Petropolis (6)	1904	MD	8,000	Emp. Tribuna de Petropolis Ltda.	P.P. deOrleans, Braganca and Guilherme Anler	Darcy Carvalho	4.5	55	7 col.	8 pg.		Cr. 15
RIO GRANDE-do-SUL													
Bagé: 64,923	Correio do Sul (6)	1914	MD	7,000	Emp. "Correio do Sul" Ltda.	P.T. Flores, J.A. Ribeiro		4.5	50	8 col.			Cr. 20
Caxias do Sul: 58,594	Diario do Nordeste (6)	1951	MD	2,000	Emp. Ed. Diario do Nordeste	E.J. Lisboa	Jornais e Emissoras Ltda. (rep)	5.5	39	5 col.			Cr. 12
Cruz Alta: 64,721	Diario Serrano (6)	1938	MD	5,000	Diario Serrano Publ. Ltda.	A. Dol Forno, P. Rocha		4.7	50	7 col.			Cr. 15
Erechim: 119,529	A Voz da Serra (6)	1929	MD	5,100	Estevam Carraro	Gedar and Gilson Carraro		4.5	49	7 col.	4 pg.		Cr. 20
Livramento: 48,411	A Platéia (6)	1937	MD	5,000	M. Toscano Barbosa	D. Labarthe, I.M. Borges	A.S. Lara (rep)	5	55	7 col.	6-8pg.		Cr. 20
Passo Fundo: 101,887	Diario da Manha (6)	1935	MD	7,000				5	50	7 col.			Cr. 25
	Nacional (6)		ED	3,000	Mucio de Castro	M. deCastro		5	50	7 col.			Cr. 25

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

BRAZIL—Continued

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Pelotas: 127,611	Diario Popular (6)	1890	MD	7-9,500	Clair L. Rochefort	Jornais e Emissonos Ltda. (rep)		4.5	56	8 col.	12 pg.	Cr. 15
	Jornal da Tarde (6)	1949	ED	6,000	A.C. deOliveira	Diogo Oliveira		4.5	43	6 col.	6 pg.	Cr. 20
	Opiniao Publica (6)		ED	12,000		Clair Rochefort		4.5	38	6 col.		Cr. 15
Porto Alegre: (cap. 394,151)	A Hora (6)	1954	ED		Diarios Associados	Nelson Dimas	Bureau Interestadual de Imprensa (rep)	4.5	54	8 col.		Cr. 28
	A Tribuna (6)	1948	MD	10,000	P. Cabral and J.N. Gonzales	Plino Cabral		4.5	53	7 col.		Cr. 15
	Correio do Povo (6)	1895	MD	60,000	Vva. Caldas Junior and Cia. Ltda.	Dr. Breno Caldas	Alcides Gonzaga	4.9	53.5	8 col.		Cr. 50
	Diario de Noticias (6)	1925	MD	40,000	Diarios Associados	Nelson Dimas	Servicos de Imprensa Ltda. (rep)	4.5	55	9 col.		Cr. 40
	Estado do Rio Grande (6)	1929	ED		Companhio Ed. Riograndense	R. Pilla, H. Galant, A. Gay, Memda Sá, A. Barata	Reprejor Ltda. (rep)	4.5	37		6 pg.	Cr. 25
	Folha da Tarde (6)	1936	ED		Vva. Caldas Junior Ltda	Arlindo Pasqualini	Alfredo Obino (mgr)	5.5	40	5 col.		Cr. 30
	Folha da Tarde Esportiva (6)	1949	MD		Vva. Caldas Junior Ltda	Cerlindo Pasqualini	Antonio Herrera (rep)	5.5	40	5 col.		Cr. 20
	Jornal do Dia (6)	1947	MD		Jornal do Dia Ltda.	Ruy Rodrigo Azambuja	Germano Hoelscher	4.5	53	8 col.	12 pg.	Cr. 35
Rio Grande: 77,915	O Rio Grande (6)	1912	ED	3,500	A. daSilva Alves, D.C. de la Roche, G.M. Cardoso, H. deSilveiro, J.L. Susini	Alberto da Silva Alves	Jorge Luis Susini		42	6 col.	8 pg.	Cr. 18
	O Tempo (6)	1906	MD	2,600		Saul Porto	Josina Ferreira	5.5	50	6 col.		Cr. 12
Santa Cruz do Sul: 69,605	A Razão (6)		MD			R. Flores	F. Manaiar	5.5	56	7 col.		Cr. 9.60
Santa Maria: 83,001	A Razão (6)	1934	MD		Diarios Associados	R. Flores	F. Manaiar	4.5	56	8 col.	6 pg.	Cr. 20
	Diario do Estado (6)		MD	5,000		Neu Reinert	A.S. Lara (rep)	5	42			Cr. 15
Santo Angelo: 29,601	O Missioneiro (6)	1925	MD	1,500	N. Portella, J.H. Nozari, M. Turckiewicz	N.L. deCarvalho	J.L. Gomez de Castro	4.7	44	6 col.	4 pg.	Cr. 7.50
São Gabriel: 38,472	O Imparcial (6)		MD	1,200	Marques Luz	Brandinarte Rodrigues		4.5	48	7 col.		Cr. 18
					SANTA CATARINA							
Blumenau: 48,108	A Nacão (6)	1944	D	6,000	S.A.A. Nacao, E. Monteiro, pres.	Mauricio Xavier	Armando Oliveira	5	55	8 col.	6 pg.	Cr. 12
	Cidade de Blumenau (6)	1924	MD	3,500		Achilles Balsini	A. Marlos	5.5	48	6 col.	6pg.	Cr. 15
Florianopolis: (cap. 67,630)	A Gazeta (6)	1934	MDex Mon.		Jairo Collado	Martino C. Junior, Orion Platt	A. Peixoto (rep)	5.5	52	5 col.		Cr. 10
	A Verdade (6)		D		M. deMenezes	M. deMenezes, C. M. Nunes (ed)		5.5	51	6 col.	12 pg.	Cr. 22
	Diario da Manhã (6)		MD					5.5	41	8 col.		Cr. 12
	Diario da Tarde (6)		ED	5,000	Adolpro Konder	A. Seixas Netto		5	44	5 col.		Cr. 10
	O Estado (6)	1915	MD		Ed. "O Estado" Ltda.	R. deArruda Ramor	D.F. deAquino					Cr. 30
Joinvile: 43,334	A Noticia (6)	1922	MDex Mon.	5,500	"A. Noticia" S.A.	Helio R. Alvim, Herachito Lobato (ed).	A. S. Lara (rep)	4.75	50	7 col.	8 pg.	Cr. 18
	Jornal de Joinvile (6)	1919	MDex Mon.	6,000	Diarios Associados	J. Flavio deMoraes	Silas (rep)	5.5	50	7 col.		Cr. 12
					SÃO PAULO							
Aracatuba: 59,452	Diario de Aracatuba (6)	1919	MD	1,000	Hirosi Itimose	Hirosi & Yassuto Itimose	Y. Himose	5	46	5 col.	4 pg.	Cr.
Araraquara: 34,114	O Imparciol (6)	1930	D	3,000			Santos & Santos (rep)	4.5	50	7 col.	6 pg.	Cr. 20
Assis: 32,959	A Gazeta de Assis (6)	1953	D	1,200		Nelson deSauza		4.5	41	6 col.		Cr.
Barretos: 50,249	Diario do Vale do Rio Grande (6)		D	5,000	A. Pausa Godinho	Manual deFreitas Vale	Francisco Barreto					
Baurú: 65,452	Correio do Noroeste (6)	1930	MD	4,000	José Fernandes	O. deAlmeida Francoso	Rodrigues Alves	4.5	52	7 col.		
	Diario de Baurú (6)	1946	MD	4,500	Nicol a Avalone Junior	Avalone Junior	Batista Carvalho	5	50	7 col.		
	Falho do Povo (6)	1934	MD	3,000	Paulino Raphael	Paulino Raphael	Santos & Santos (rep)					Cr. 30
Campinas: 152,547	A Defesa (6)		MD	4,000	Dr. A. Leite Carvalhais	A.L. Carvalhais, L.V. Checcia, Pereira		4.5	56	8 col.		
	Correio Popular (6)	1927	MD	15,000	Dr. deGadoy Asail Lobo	Dr. C. D. Castejo, W. deOliveira Santos		5	54	8 col.	16 pg.	Cr. 22
	Diario do Povo (6)	1912	MD	2,500	A. F. Cardoso	B. R. das Santos, Washington Cordosa	R. Felipe de Oliveira	7	54	8 col.		Cr. 24
Franca: 53,485	Diario da Franca (6)		ED	1,800	Jóse Chiachiri			4.5	42	6 col.	6 pg.	
Guaratingueta: 36,657	Diario de Guaratingueta (6)	1956	D	2,000	Waldemar Duarte	W. Duarte		4.5	49	7 col.		Cr. 15
Itapetininga: 38,181	Diario de Itapetininga (6)			1,800	Antonio Galvas Junior		Santos & Santos (rep)					Cr. 9
	Tribuna Popular (6)					Rev. Pe. Adalberto de Paula Nunes						Cr. 13
Jundiáí: 69,165	A Folha (6)	1893		2,000		Carlos Veiga	Jacinto Borges (rep)	4.5	50	7 col.		
	O Jundiaiense (6)			1,200		Cecilio Abraão	A. S. Lara (rep)	4.5	50	7 col.		Cr. 15
Lins: 56,304	A Gazeta de Lins (6)		MD	3,000		F. Teixeira deMello	A. S. Silva	29	45	6 col.		Cr. 20
Marilia: 86,844	O Progresso (6)	1919		2.000			Santos & Santos (rep)					Cr. 20
	Correio de Marilia (6)					L. Gonzaga Schmidt	Carlos Gomez	4.5	50	7 col.		
	Diario Paulista (6)		MD	1,800			Bur. Interestadual (rep)					Cr. 20
	Jornal do Comercio (6)		MD	8,000				4.5	50	7 col.		
Mogi das Pruzes: 61,553	Folha de Mogi (6)	1949	MD		Emp. Folha deMogi Ltda.	Isaac Grinberg, Jayme Grinberg	Santos & Santos (rep)					Cr. 20
Piracicaba: 87,835	Diario de Piracicaba (6)							4.5	50	7 col.		Cr. 18
	Jornal de Piracicaba (6)	1900	MD	5,000	Irmãos Lasso	F. Lasso Neto	A. S. Lara (rep)	4.5	50	7 col.		Cr. 13
Presidente Prudente: 60,903	O Imparciol (6)						Santos & Santos (rep)					Cr. 16
	O Diario (6)						J. M. Ferreira	4.5	50	7 col.		Cr. 20
Rio Claro: 47,073	Cidade de Rio Claro (6)	1934		3,500			Santos & Santos (rep)	4.5	50	7 col.		Cr. 10
	Diario de Rio Claro (6)	1886	MD	2,000		Davina David, Cecy D. Meyer (ed)		4.5	51	7 col.		Cr. 20
Ribeirao Prêto: 92,160	A Cidade (6)	1905	MD	5,000	Oreste Lapez de Camango		Santos & Santos (rep)	4.5	50.5	6 col.		
	A Tarde (6)		ED	5,000	Antonio Machado Sant'Ana	L. A. Sant'Ana	Bur. Interestadual de Imprensa (rep)	4.5	50	7 col.		
	A Tribuna (6)		MD	2,000				4.5	50	7 col.		
	Diario da Manhã (6)	1898	MD	7,000	Ed. Diario da Manhã S/A	Antonio M. Santana	Jornais e Emissonos Ltda. (rep)	4.5	52	8 col.		Cr. 18
	Diario de Noticias (6)	1928	MD	4,000	Curia Diocesana	Pe. G. M. Delfino		4.3	50	7 col.	8 pg.	Cr. 10
Santos: 203,562	A Tribuna (6)	1894	MD		M. Nascimento Jr. & Cia. Ltda.	M. Nascimento, Jr.	W. Farieulo (rep)	39	54	8 col.		Cr. 50
	O Diario (6)	1930	MD	30,000		E. Monteiro, J. N. Carvalho, L. Chaves		5	50	7 col.		Cr. 35
São Carlos: 47,731	A Cidade (6)		D				Santos & Santos (rep)					Cr. 20
	Correio de São Carlos (6)		MD	3,000	Empr. L. Inocentini & Filhos	José Inocentini	Bur. Interesdual (rep)	4.5	42	6 col.		Cr.
São José dos Campos: 44,804	O Valeparaibano (6)	1951	MD	2,000	Empr. Ed. Valeparaibano Ltda.	E. Simos, J. P. Beca		4.5	56	7 col.		Cr. 18
São José do Rio Prêto: 65,852	A Noticia	1924	MD	2,000	Leonard Gomes	Leonard Gomes		4	52	8 col.		
	A Tribuna (6)		D									Cr. 20
	Correio da Araraquarense (6)		MD	8,000			Bur. Interesdual (rep)					Cr. 25
	Diario da Regiao (6)		MD	4,500	"Diario da Regiao" Ltda.	E. Jalles, A. S. Gondinho	A. S. Lara (rep)	4.5	50	7 col.		Cr. 18

(Continued on Page 378)

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

BRAZIL—Continued

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
São Paulo (cap. of State of São Paulo) (pop. est. 3,100,000)	A Gazeta (6)	1906	EDex Sun.	85,000	Casper Libero	P. Montelcone, J. F. Ferreira Jorge		4.8	50	7 col.		Cr. 70
	A Gazeta Esportiva (6)	1928	MD	150,000	Casper Libero	C. J. Nelli, T. Mazzoni (ed)		4.8	50	7 col.		Cr. 80
	A Hora (6)		EDex Sun.	45,000		Denner Medici	A. Bahia	6	42			Cr. 30
	Correio Paulistano (6)	1854	MD	40,000D 60,000S	S/A Empr. doCorreio Paulistano	João & Julio de Scantimburgo		4.5	50	8 col.		Cr. 45
	Deustsche Nachrichten (6) (German)		MD	18,000		Arthur Troppmair		4.5et 6.8	56	6-9 col.		Cr. 30
	Diario do Comércio & Industria (6)		MD	30,000	Empr. Jornalistica Com. & Ind. S/A	José dos Santos Junior		4.5	51	8 col.		Cr. 40
	Diario da Noite (6)	1925	EDex Mon.	80,000	Diario Associados	Ed. Monteiro	O. Monteiro	5	56	8 col.		Cr. 60
	Diario Popular (6)	1885	EDex Sun.	20,000	Empr. Jorn. Diario Popular S/A	R. Soares Junior, J. Lisboa W. Seng		4.5	54.5	8 col.		Cr. 20
	Diario de São Paulo (6)	1929	MD	85,000	Diarios Associados	Ed. Monteiro, A. de-Oliveira, A. Caldas	Napoleao de Carvalho	5	56	8 col.		Cr. 75
	Fanfulla (Italizn) (6)		MD	80,000	Comercio & Industria Pub. Edicoes Cipel Ltda.	Horacio R. daCosta		4.2	23.5	8 col.		Cr. 45
	Folha do Manha (6)	1925	MD	75,000	Empr. Folha da Manha S/A	A. R. Meirelles, J. N. Ramos	C. M. Queiroga	4.8	56	8 col.		Cr. 62
	Folha da Noite (6)	1921	ED	60,000	Empr. "Folha da Manha S. A."	A. R. Meirelles, J. N. Ramos	C. M. Queiroga	5	56	8 col.		Cr. 30
	Folha do Poro (6)		MD	15,000	Paulo Zingg	Paulo Zingg	A. S. Lara (rep)	5	55	7 col.		Cr. 18
	Folha da Tarde (6)	1949	ED	75,000D 95,000S	Empr. "Folha da Manhã S. A."	A. R. Meirelles, J. N. Ramos, Rui Bloem (ed)	C. M. Queiraga	5	56	8 col.		Cr. 36
	Jornal Nambei Ji-Ji (6) (Japanese)		MD			Paulo Nakama	Nicolau Athie	3.5	55	12 col.		Cr. 40 Portuguese 60 Japanese
	Jornal Paulista (6)		ED	25,000		L. Y. Tanigaki	Nicolau Athie	5	47	7 col.		
	Notícias de Hoje (6)	1948	MD	40,000	Ligado a Jornais da Impre. Popular	J. A. deCarvalho		5	55	7 col.		
	O Dia (6)	1932	MDex Mon.			Eduardo Palmério		4.8	50	7 col.		
	O Esporte (6)	1938	ED		Empr. O Esporte Ltda.	Lidio Picchini		4.5	42	6 col.		Cr. 30
	O Estado de São Paulo (6)	1875	MD	70,000	S. A. O Estado de São Paulo	J. Mesquita, Plinio Barreto		4.8	55	8 col.		Cr.
	Ultima Hora (6)		EDexMon Mon	70,000 90,000	Ed. Ultima Hora S/A	Samuel Wainer, Sergio De Lima E. Silva, L. F. Bocayuva Cunha, Carlos Sirotski	Sani Sirotski	1 5/8	20	8 col.	24WD 30Mon	Cr. $127.00 per Column inch Tuesday to Saturdays. **

** Mondays Cr. $178.00 R.O.P. First page Cr. $605.00. 3rd page Cr. $216.00 per column from Tuesday to Saturday. Monday Cr. $267.00.

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Sorocaba: 93,928	Cruzeiro do Sul (6)	1903	MD	4,500	O. S. Freitas	Helio da Silva Freitas	Santos & Santos (rep)	4.5	39	6 col.		Cr. 20
	Folha Popular (6)		MD	2,500	Empr. Folha Popular S/A	N. M. Martins, V. C. deLuca	A. S. Lara (rep)	4.5	43	6 col.		Cr. 15
Taubaté: 52,997	A Vos do Vale do Paraiba (6)	1946	MD	4,000	W. Duarte	W. Duarte		4.5	50	7 col.		Cr. 18
	A Tribuna (6)	1951	D	2,500	L. B. Querido	L. Bretherick, J. P. Saturnino	Santos & Santos (rep)	4.5	56	7 col.		Cr. 20
					SERGIPE							
Aracajú: 67,539	Correio de Aracajú (6)	1906	ED	6,000		Carvalho Deda	Bur. Interesdual (rep)	5.5	49.5	6 col.		Cr. 15
	Diario de Sergipe (6)	1944	MD	5,000		J. A. daGraca	A. S. Lara (rep)	4.5	45.5	6 col.		Cr. 15
	Sergipe Jornal (6)	1919	ED	7,000	Paulo Costa	Hugo Costa (mgr)		5.5	49.5	6 col.		Cr. 15

Cir* Where given, circulation figures are estimates based on previous years. In 1957 most newspapers in Brazil did not publish circulation figures, having undertaken to participate in an independent audit. (Rep.) Commercial rep. to which newspaper subscribes. (1) Per column centimeter "indeterminado" (r.o.p.)

BRITISH GUIANA, SOUTH AMERICA (414,000)

Shilling

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Georgetown (94,035)	Guiana Graphic (#)	1944	D	13,000D 18,500S	Guiana Graphic Ltd.	John L. Garbutt	D. A. Grandsoult	2	15½	10+	12D 32S	General $1-$2.00 in.D. $2.50 in.S (US cy.)
	Daily Argosy (4)	1880	MD	3,500	The Argosy Company Ltd.	Percy C. Wight		2	22	18	6-8	
	Daily Chronicle (4)	1881	MD	8,500	The Daily Chronicle Ltd.	R. G. Humphrey	W. F. Archer	11 5/8	22½	17	8	General $1.20 in U.S.
	Sunday Argosy (4)		Sun.	13,500	The Argosy Company Ltd.	Percy C. Wight		2	22	18	16	
	Sunday Chronicle (4)		Sun.	22,000	The Daily Chronicle Ltd.	R. G. Humphrey	W. F. Archer	11 5/8	22½	17	16	General $1.80 in. (US Cy.)

BRITISH HONDURAS, CENTRAL AMERICA (80,000)

Shilling

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Belize (30,000)	Belize Billboard (4)	1946	MD M-Sun	488 (#) 666 (#)	Billboard Press	H. Lawrence		2	13	4 col.	6 8	General (Mid. Upper, Lower) U.S. $.35 per inch
	Belize Times	1956	E (T.T.S.)		Times	E. Austin		2	15½	4 col.	4	(Lower)
	Daily Clarion	1897	ED		Clarion	E. A. Laing		2½	13	4 col.	6	(Mid, Upper)

CHILE (6,238,000)

Peso

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Antofogasta (80,000)	El Abecé	1920	D	8,000-9,000	Soc. Per. Dél Norte Ltda.	Juan Naujart Cortes	Federico Ayala	2	19¾	13¾	8	General
	El Mercurio (4)	1906	MD	25,000	Soc. Chilena de Publicaciones y Comercio S. A.	Louis Fernandez Nevas	Andres Rodriguez	1⅞	20½	15⅛	8	General
Arica (14,060)	La Gaceta	1940	EDexSun.	1,800-2,200	Carlos Damián Iglesias Rojas	C. D. Iglesias Rojas	Nora Iglesias R.	1¾	19	13	6	General
Chilián (52,000)	La Discusión	1870	MD	12,000	Alfonso Lagos Villar	Alfonso Lagos Villar	Mercedes Villegas C. de la C.	2	19¾	13⅞	8	General
Concepción (119,887)	Crónica	1949	ED	20,000	Diario "El Sur S. A."	Aurelio Lamas Ibieta	Roberto M. Lamas	1¾	14½	8¾	16	General
	El Sur	1882	MD	40,000	Diario "El Sur S. A."	Armando Lazcano	Roberto M. Lamas	1¾	20½	13⅞	8	General
	La Patria	1923	MD	36,000	Soc. Periodistica del Sur S. A.	Alfredo-Pacheco Barrera	Mario Coddou	2	20⅛	16	16	General
Coplapó (15,690)	El Amigo del Pais	1872	MD	3,500	P. Conservador	Jose L. Sepòlveda M	Jaine Sepòlveda J.	1 4/10	19 5/10	16	8	General
Coquembo (25,000)	El Norte		D	1,500								
	El Regional		D	2,500	Eduardo Sepúlveda W.							

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

CHILE—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Curicó (21,150)	La Prensa	1898	D	4,500	Emp. Periodística Curico Ltda.	Enrique Espinosa Perez de Tudela	Jorge Lascand Valdes		21½	15½	8	General	
Iquique (38,000)	El Tarapáca	1894	MD	7,000	So. de Publicaciones El Tarapaca S. A.	Manuel Fernandez	Octavio Marfan	2	20½	13¾	4	General	
La Serena (35,000)	El Día	1944	D	2,500D 3,000S	Arzobispado-de-la-Serena	Ricardo-Peralta P.	Ric. Peralta P.	2	20		4	General	
Linares (17,110)	El Heraldo	1937	DexMon.	800					21¾	15	4	General	
Los Angeles	Las Noticias	1928	D	3,000		Raul Rivera Barrere	Berrar Segura Sanhueza						
Osorno (25,070)	La Prensa	1917	MD	26,000	Soc. Periodística del Sur, S. A.	Roberto Luna	René Maraoli	1¾	20	14½	12	General	
Ovalle (20,000)	El Tamaya	1876	EDexSun.	1,500	Gustavo Rose S. M. et al.	Armando Díaz Castillo	Arnoldo Toro Segovia	2	19½		4	General	
	La Provincia	1936	MD	4,500	Luis Méndez Mella	Luis Méndez Mella	Edwardo Meza C.	1¾	19½	12½	6	General	
Puerto Montt (30,000)	El Llanquihue	1936	MD	12,000	Soc. Period. del S. A.	Oswaldo Hohmann	Luis Brand						
Punta Arenas (29,880)	El Magallanes	1894	EDexSun.	6,000	Soc. Per. El Magallanes Ltda.	Alfredo Andrade Bórquez	A. Andrade	2½	19¾	15	8	General	100 pesos cm.
	La Prensa Austral	1938	MDexSun.	4,180D 5,020S	Empr. de Publ. Austral S. A.	Carlos Aracena Aguayo	Enrique Donoso B.	1⅞	19¾	7 col.	8	General	
Quillota (17,230)	El Diario	1899	ED		Lucila Calderón	Lucila Calderón		2¾	19¾	14¼	4	General	
Rancagua (38,420)	El Rancaguine	1915	ED	10,000	Miguel González Navarro	Héctor Gonzáles Valenzuela	Miguel González Navarro	1¾	14	8½	10	General	
Santiago (1,500,000)	Clarin	1956	ED	100,000	Empr. Marino Ltd.	Daniel del Solar	Fernando Benitez						
	El Debate	1951	EDexSun.	25,000	Soc. de Publicaciones "El Tarapaca"			11 picas	14½	11	16	General	
	El Diario Ilustrado (6)	1902	MD	58,000D 67,000S	Empr. Por. Diario Ilustrado de Chile, S. A.	Luis A. Silva S.	Carlos Manterola Murray	1.8	22.45		16-30	General	460 pesos cm. 720 pesos cm.
	La Gaceta	1956	ED	30,000	Empr. Marino Ltd	Ramon Lartundo	Fernando Benitez						
	El Mercurio (4)	1900	MD	115,000D 165,000S	Empr. El Mercurio S. A.	Raphael Maluenda	Carlos Eastman	1⅞	21¼	15 Col.	32-48		742.50 pesos cm
	La Nacion (20)	1917	MD	100,000	Empr. La Nación S. A.	Manuel Zamorano	E. Barrera	1¾	20½	14¾	36-48	Upper	
	La Segunda (4)	1931	EDexSun.	45,000D 55,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux	Carlos Eastman	1⅞	14 1/16	11½	16	General	215 pesos cm.
	La Tercera		D	85,000	German Pico Canas and Raul Jaras	Guillermo E. Feliu	Luis Reyes Rojas	2	14		16	General	
	Las Noticias de Ultima Hora	1943	ED	35.000	Soc. Empresa Piriodistica "Las Noticias de Ultima Hora" Ltda.	Arturo Matte Alessandri	A. Nef	1¾	13⅞	9½	16	Middle	300 pesos cm.
	Las Ultimas Noticias (4)	1902	NDexSun.	50,000D 65,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux	Carlos Eastman	1⅞	14 3/16	11½	16	General	250 pesos cm. D 375 pesos cm. Sat.
Talca (50,460)	La Mañana	1906	MD	10,000	Vicente E. Rojas Labarca	Vicente E. Rojas Labarca		1¾	20½	14¾	8	Com., Ind., Agr.	
Tal Tal (5,680)	La Razón	1909	ED		Carlos Thompson	Carlos Thompson		2½	18⅞	6 col.	6	General	
	La Voz del Pueblo	1905	D	1,500	Silvestre Lopez Parra	Silvestre Lopez Parra	Sra. Ada Rojas de Pergara	Partido Democrático					
Temuco (45,000)	El Diario Austral	1916	MD	34,000	Soc. Per. del Sur S. A.	Raul Gallardo Lara	Alejandro Allaire	2	21	15	4-16	Com., Ind., Agr.	
Tocopilla (15,520)	La Opinión	1931	EDexSun.	1,000	José Ramírez Esquivel	J. Ramírez Esquivel		2½	13	8¾	6-8	Independent	
	La Prensa (4)	1924	MD	8,000D 12,000S	Soc. Chilena de Publicaciones y Comercia S. A.	Luis Fernanda Navos	Andres Rodriguez	1⅞	20½	15¾	8	General	150 pesos cm. D 225 pesos cm. S
Valdivia (55,500)	El Correo de Valdivia	1895	MD	22,000	Soc. Per. del Sur S. A.	Luis Alfaro	Aura Gallardo	1¾	22½	15¾	10	General	
Valparaiso (218,829)	El Heraldo	1888	MDexSun.	1,500	Capitalizadora Nacional "Capitanac"	Roberto Valle Ferro	Gustavo Roger Morande	2	12½	10½	6	General	
	El Mercurio (4)	1827	MD	45,000	Empr. "El Mercurio S. A."	Francisco Le Dantec Brugger	Heriberto Goetz	1⅞	21	15	16D 28S	General	350 pesos cm.

(Continued on Page 380)

First
IN LA PAZ AND BOLIVIA IN CIRCULATION DAILY AND SUNDAY.
EL DIARIO
Established in 1905, EL DIARIO is the oldest newspaper in BOLIVIA.
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UNIVERSAL PUBLISHERS REPRESENTATIVES INC.
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BELIZE, BRITISH HONDURAS
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JOSHUA B. POWERS, Inc.
345 Madison Avenue, New York 17, N. Y.
London Miami
Buenos Aires Mexico City

Way on top in Uruguay!
La Mañana
CERTIFIED NET PAID AVERAGE CIRCULATION
Morn. 37,000
Sunday 95,000
El Diario
Afternoon Daily 150,000
Saturday and Sunday 165,000
(Approx.)
Data gladly furnished on request.
Same publisher for both newspapers.
United States Office
UNIVERSAL PUBLISHERS REPRESENTATIVES INC.
500 Fifth Avenue New York 36, N. Y.

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

CHILE—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Valparaiso—Cont'd	Gaceta de la Navegación	1912	DexSun.	2,500	Imprensa Mercantil	F. C. Wittemann K.	Jose Manouvrier	1¾	14	11	4	Shipping	
	La Estrella (4)	1920	EDexSun	20,000	"Empr. El Mercurio S. A."	Francisco Le Dantec Brugger	Heriberto Goetz	1¾	14½	11½	20D 28S	General	240 pesos cm.
	La Unión (6)	1885	MD	28,000D 40,000S	Soc. Fernando Silva	Alfredo S. Carvallo	E. Escudero (mgr.)	1¾	22	14	16-24	Upper	(D) $1.35 in U.S.; (S) $1.35 in. U.S. or 350 pesos cm.

COLOMBIA (11,477,495)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barranquilla (279,267)	Diario Del Caribe	1956	MD	25,000	Companias Unidas de Publicaciones	Luis Pacini Santodomingo (mgr.)	Dr. Jacobo Casij Palencia	2	20	15		Independent-General	6 pesos in.
	El Heraldo (4)	1933	MDexSun.	‡27,500	El Heraldo, S. A.	Dr. Juan B. Fernández	José Vengoichea de Castro	2	20½	16½	8-16	General	6 pesos in.
	El Nacional (13)	1945	EDexSun.	43,000	Editora Barranquilla S. en C.	Julian Devis E.	Jaime Devis Pereira	2	20	16½		Liberal	4.75 pesos in.
	La Prensa (6)	1928	MDexSun.	‡20,000D	Martínez Aparicio, Ltda.	Carlos Martínez Aparicio	Antonio Martínez Aparicio	2	20		8-12	Conservative	6.00 pesos in.
Bogota (648,234)	Diario de Colombia (4)	1952	MD	50,000	Diario de Colombia, S. A.	Gilberto Alzate Avendano	Hernando Sanchez.	2	21½	16	12-32	General	11.00 pesos in.
	Eco Nacional	1948	MD	8,000		Gilberto Alzate A.	Luis Morales C.	2	20½	16½		General	
	El Independiente (6) Formerly "El Espectador"	1887	ED & Sun.	130,000	"Graficarte Ltda."	Guillermo Cano	Fidel Cano	2	21	16	16	Liberal	14.00 pesos in.
	El Tiempo (21)	1911	MD	169,215	El Tiempo Ltd.	Eduardo Santos, Roberto Garcia Pena	Abdon Espinosa (mgr.), Eduardo Santos (ed)	2	21		24	Liberal	1st pg. 80 pesos in. Others 21 pesos in.
	La Republica (13)	1953	MD	60,000	Pub. Mercedes Rincon Ed. El Globo, S. A. Dr.	Silvio Villegas	Samuel Hoyos (mgr.)	2	21	17 1/16	14	General Conservative	15 pesos in
Bucaramanga (112,252)	Diario de Oriente	1949	MD	5,000			Luís Castenelli					General	
	El Deber	1923	MD	21,000	Juan C. Martinez	Efriam Orejarena Rueda		2¼	18	11¼	8-12	General	3 pesos in.
	El Frente (13)	1942	MD	16,000	Gómez Mejía Hermanos	Gustavo Gómez Mejía	Gustavo Gomez Mejía	2	20	16	8	General	10 pesos per in.
	Vanguardia Liberal (6)	1919	MD	14,500	Alejandro Galvis Galvis	A. Galvis Galvis & Rafael Ortiz Gonzalez	M. del C. Gómez Lara	2¼	21	15½	12	General	6 pesos in.
Cali (284,186)	El Crisol (4)	1930	MD P-W	20,000	Rafael I. Rodríguez	Rafael I. Rodríguez R.		2	16	14	12-16	Liberal & General	8 pesos in.
	El Pais (4)	1950	MD (P-W)	46,570	"El Pais" Ltda.	Alvaro Lloreda	Ulpiano Lloreda	2	20	16½	16-32	Conservative	7.50 pesos in.
	Relator (32)	1915	EDexSun.	25,155	Empr. Ed. "Relator," Ltda	Jorge and Hernando Zawadzky	Ernesto Zawadzky	2	20	17	10	General	
Cartagena (128,877)	Diario de la Costa (4)	1916	MDexMon.	22,000	Suc. de Carlos Escallón Miranda	Rafael Escallón Villa & Julio A. Torrente	Benjamin Burgos	2	20	16	8-12	General	20 pesos in (1st pg.)
	El Figaro	1936	EDexSun.	7,000	Empr. El Fígaro Ltda.	Eduardo Lemaitre	Rafael Castellón	2	20	16¼	10	General	
	El Pueblo (32)		MD	4,875	Laurina, Vicente, Simon Martinez	Vicente Martinez	Julio Lorduy	2	16		8	General	4 pesos in.
	El Universal (13)	1948	MD	5,000	D. López Escauriaza	D. López Escauriaza	Santiago Colorado H.	2	20	17	8	General	12 pesos in.
Cienaga	La Batalla		D	1,000	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	2½	19	14	4-6	General	
Cucuta (77,480)	Comentarios	1922	MD	2,000	José Manuel Villalobos	José Manuel Villalobos			17¾	12¼	4	General	
	Diario de la Frontera		D	11,000	Luis Parra Bolivar	Luis Parra Bolivar	Jaime Sotomayor	2	18	12½	10	General	
	Sagitario		MDexSun.	4,500	Montegranario Sánchez	M. Sánchez		2¼	17	11		General	
Girardot (55,000)	El Diario	1951	D	10,000	Jose J. Niño Espinosa	Jose J. Niño Espinosa	Alfonso Betancourt	2	17½	12½	6	General	3 pesos in.
Ibagué (150,000)	Tribuna (4)	1949	MDexMon	10,000	Hector Echevarry Cardenas	Hector Echevarry Cardenas	Oscar Rincon Noreña	2	20	16 col.	12	General	4 pesos in.
Manizales (126,201)	La Patria (4)	1921	MD	19,000D 20,000S	José Restrepo Restrepo	Dr. Daniel Hendo Hendo	Berardo Giraldo A.	2	20½	17½	12-16	Conservative	8.00 pesos in.
	Ibague-Tribuna	1949	MDexMon	10,000				2	20	16	12	General	4.00 pesos inch.
Medellin (358,189)	El Colombiano (13)	1912	MD	50,000	Empresa El Colombiano Limitada	F. Gómez Martinez	Julio C. Hernandez ex. mgr.	2	20	16¾	20	Conservative	7 pesos in.
	El Correo (4)	1913	D	20,000	Ed. El Heraldo	Antonio Panesso Robledo	Jorge Delgado Giraldo	2	21	16	12	General	6.50 pesos in.
	La Defensa	1919	EDexSun.	27,000	"La Defensa" Ltda.	Roberto Ocampo Alvarez	Leonardo Toro Montoya	2	20½	16½	8	General	5 pesos in.
	El Diario	1930	EDexSun.	21,914	Eduardo Uribe-Escobar	Eduardo Uribe-Escobar	Fernando Uribe Senior (mgr.)	2	20	16	10	General	6 pesos in.
Palmira (21,230)	Nueva Patria	1929	EDexSun.	3,000	Américo & Antonio Kuri	Américo Kuri	I. E. Arciniegas P	2½		5 col.	6	Agr., Com.	
Pasto (90,000)	El Derecho	1928	MD	5,000	Rogerio Bolaños	E. Figueroa Coral	E. F. Mazuera	2¼	16	11	8	General	
	El Radio	1933	MD	4,200	Dr. Carlos C. Puyana	Libardo Guerrero Munoz & Dr. Carlos C. Puyana	Carlos C. Puyana	2	18	12	6	General	5 pesos in. (1st pg.)
Pereira (115,342)	El Diario	1929	EDexSun.	3,000	Editorial El Diario, Ltda.	Eduardo Correa Uribe		2	18	6 col.	8	General	5 pesos in.
	El Imparcial (13)	1948	ED	15,000	Rafael Cano Giraldo	Rafael Cano Giraldo		2	18	6 col.	8	General	15 pesos in.
Popayán (35,960)	El Liberal	1938	MDexMon.	3,000	Ed. El Liberal, S. A.	Paulo Emilio Brave	Luis Enrique Cruz	2	20	15	6	General	3.00 pesos in.
Santa Marta (60,000)	El Estado	1921	D	2,000	Empr. "El Estado"	Gabriel Echeverria	Gabriel Echeverria	2	22	16½	8	Liberal	
	El Libertador (13)	1954	D	4,800	Ed. Bolivar	Armando Zabaraín	Hisle Contreras					General	

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

COSTA RICA (800,875)

Colón

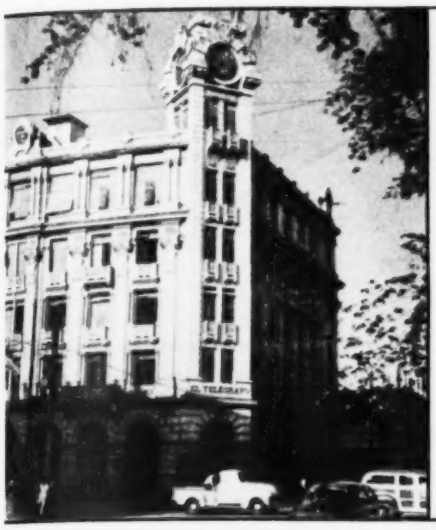
City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San José (109,693)	Diario de Costa Rica (7)	1919	MDexMon.	22,000	Otilio Ulate	Quitario & Mariano Sanz Soto	M. Acosta	2	21½	16	16	General	80¢ in.
	La Hora	1932	EDexSun.	13,000	Otilio Ulate	Calvo Navarro	Calvo Navarro	2	15	.....	8	General	25¢ in.
	La Nación (4)	1946	MDexMon.	29,551D 35,090S	La Nación, S. A.	R. Castro Beeche	Fernando Villalobos	2	15	10	32	General	$1.20 in.
	La Prensa Libre (4)	1888	EDexSun.	14,000D 16,000S	La Prensa Libre, Ltda.	Andrés Borrase S.	Fernando Borrasé S.	2	18	13½	12-24	General	80¢ in.
	La República (13)	1950	MDexMon.	16,323	La República, S. A.	Alberto F. Cañas	Prudencio Sayagues	2	20	16	8	General	.....

ECUADOR (3,202,757)

Sucre

Ambato (21,690)	Crónica	1938	MD	1,500	Crónica, S. A.	Tarquino Toro Navas	Gladys Molina Gómez	1¼	16	12½	8-10	General	.....
Bahía de Caráquez (8,600)	El Globo	1911	MDexSun.	3,500S	Herederas del Sr. Carlos B. Palau	Carlos Palau Jiménez	Lucía de Centeno	2	14	10	4-6	General	.....

(Continued on Page 382)



EL TELEGRAFO

1884 — Guayaquil, Ecuador, S.A. — 1958

The oldest and Most Respected Newspaper in Ecuador. Independent politically and financially. Morning daily: 20-24-28 pages. Ecuador's only A.P. news and photos.

First high speed Hoe Rotary Color Presses in Ecuador. Modern make-up: the only daily in Ecuador with no ads on the front page. Circulation increased 32% in 10 months of 1957. Full color advertising available.

Sundays: Literary, Graphic and Color Supplements. National circulation on date via air distribution.

Owners of "Radio El Telegrafo" broadcasting station with frequent daily news bulletins.

Represented by: **JOSHUA B. POWERS, INC.**

345 MADISON AVE., NEW YORK 17, N. Y. • MUrray Hill 6-5830

EL UNIVERSO

El Mayor Diario Nacional Por su Seriedad, Prestigio y Amplio Noticierismo; Por la Calidad de Sus Escritores y Moderna Organización; Su Circulación y Maquinarias Son Las Mayores Del País

GUAYAQUIL—ECUADOR

. . . EL UNIVERSO has been the leading newspaper in Guayaquil for 37 years.

EL UNIVERSO IS the only newspaper in Ecuador that furnishes advertisers with certified circulation statements

OFFICE OF CERTIFIED CIRCULATION, INC.
Inter American Press Association
22 East 60th St., New York

AUDIT REPORT — NEWSPAPER

1. Newspaper or magazine EL UNIVERSO
2. City GUAYAQUIL
3. Country ECUADOR
4. Year established Sept.16,1921(Para.1?)
5. When published MORNING DAILY
6. Type of periodical GENERAL NEWS
7. Report for 6 Months ending Sept.30,1957

AVERAGE NET PAID

	Weekdays	Sundays
1st Quarter		
2nd Quarter	42,912	48,478
3rd Quarter	43,338	48,431
4th Quarter		

8. Average net paid circulation by zones and distribution methods

	AVERAGE NET PAID CIRCULATION Weekdays	Sundays
CITY ZONE		
a. Dealers or agents	28,186	33,370
b. Street vendors	33	33
c. Subscriptions	2,574	2,455
d. Other		
e. TOTAL City Zone (Pop. 331,322)	30,793	35,858
RETAIL TRADING ZONE		
f. Dealers or agents		
g. Street vendors		
h. Subscriptions		
i. TOTAL Retailing Trading Zone (Pop.)		
j. TOTAL City and Retail Trading Zone (Pop.)		
ALL OTHER ZONES		
k. Dealers and agents	9,277	9,520
l. Subscriptions	117	117
m. Other	2,939	2,961
n. TOTAL All Other Zones	12,333	12,598
o. TOTAL NET PAID excluding bulk	43,126	48,456

(Para.17)

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 FIFTH AVENUE NEW YORK 20, N. Y.

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

ECUADOR—Continued

City & Population	Name, Language & U.S. Representative	Estab.	Issued	Cir.*	Proprietor(s)	Director(s)	Advertising Manager or (#) Representative	Col. Width Centimeters	Col. Length Centimeters	Column	Aver. No. Pages	Base Rate (col/cm)
Bahia de Caraquez—Cont'd	Nuevo Mundo	1943	MD	5,000	Heraclides Marín Santos	Rubén Marín Barreiro	2	15½	5 col.	4	General	
Cuenca (52,520)	El Mercurio	1924	MD	5,000	Miguel Merchan	Miguel Merchan	2	22	7	10-12	General	
	El Tiempo		MD									
Esmeraldas	El Cosmopolita	1933	MD	5,000	Jorge D. Jalil	J. D. Jalil	J. D. Jalil				Liberal	
Guayaquil (406,000)	El Telégrafo (6)	1884	MD S	25,200D 33,500S	Cia. An. Telégrafo	M. E. Castillo y Castillo	J. Santiago Castillo	1⅞	21½	15¾	20-24D 24-40S	General	$2.00 $2.70
	El Universo (4)	1921	MD S	43,126D 48,456S	S. A. El Universo	Dr. Sucre Pérez Castro	Ismael Pérez Castro	2	21¼	16¼	18-22D 40-44S	General	US. $1.35 in. US. $1.50 in.
	La Hora (7)	1948	EDexSun.	20,000D 23,000S	Ed. Ecuatoriana C. A., S. A. Comercial Industrial Ecuatoriana	Vicente Paz Ayora	2	14	10	16	General	
	La Nación (7)	1879	MDSun.	21,500 23,200	(See "La Hora" above)	Vicente Paz Ayora	2½	21½	16	12D 12S	General General	
	La Prensa	1923	EDexSun.	10,000	Pompilio Ulloa Reyes	Pompilio Ulloa Reyes	Miguel Ulloa Figueroa	2	26½	15¾	8	General	
Jipijapa	La Tribuna		MD									
Loja	El Crisol	1945	D			Serafín Gómez						
	La Opinion del Sur	1949	D		Lic. Rafael Villavicencio							
Manta (200,000)	El Mercurio	1925	MDexMon.	2,500	Gil Delgado P.	Gil Delgado P.		2	15	12½	4	General
	El Siglo		MD									
Portoviejo (14,000)	Diario Manabita	1934	MD	4,500	Pedro Zambrano Barcia	Pedro Zambrano B.	Inés Zambrano I.	2	13	12	4	General
	La Provincia	1928	MD	1,200	Pedro Pablo Ramírez M.	Pedro Pablo Ramirez M.	P. P. Ramírez M.	2	12⅝	5 col.	4	General
	El Popular											
Quito (215,416)	El Comercio (4)	1906	MD	32,550D 38,200S	Cía Anónima "El Comercio"	Carlos Mantilla J. Jorge Juardo		1⅞	20½	15¾	28	General	U.S. 1.35 D U.S. 1.50S
	Diario del Ecuador	1952	MD	15,000			E. Borja-Illescas	2	21	16½	12	General
	La Tierra	1945	MDexMon.	7,500 7,800 9,000S D	Socialist Party of Ecuador	Jorge W. Cevallos Salas	J. W. Cevallos S.	2	18	12	4	General
	Ultimas Noticias (4)	1937	EDexSun.	11,330	Cía. Anónima "El Comercio"	Carlos Mantilla O.	Jorge Jurado	1⅞	15¼	11⅞	16	General	U.S. 50¢ per inch
Tulcan	Frontera		MD									

EL SALVADOR (2,350,000)

San Salvador (161,951)	Diario Latino (7)	1890	MDexSun.	15,000	Miguel Pinto	Miguel Pinto		2	20	16	12D 24J	General

THE LEADING NEWSPAPER in ECUADOR for the LAST 52 YEARS

Maria Moors Cabot Award 1944

Mergenthaler Freedom of the Press Award 1954

EL COMERCIO

Independent Morning Daily

★

This influential paper in Quito, Ecuador's Capital, has moved to its new quarters — one of the most modern newspaper buildings in South America — and is successfully meeting its increasing circulation and demand from domestic and foreign advertisers.

EL COMERCIO

WITH ITS NATION-WIDE CIRCULATION COVERS ECUADOR

Compañia Anónima EL COMERCIO also edits

Ultimas Noticias

Daily Evening

and operates RADIO QUITO (HCQR)

Represented in the United States and Canada by

S. S. KOPPE & COMPANY, INC.

630 Fifth Avenue New York 20

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

EL SALVADOR—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Salvador—Cont'd	Diario Oficial	1847	EDexSat., Sun.	1,700	Federal Government	J. Edgardo Salgado	Luis Felipe Martínez	6	10	9	36	Official	
	El Diario de Hoy (6)	1936	MD	36,425D 50,000S	N. Viera Altamirano	N. V. Altamirano	R. de Clairmont Dueñas	2	14	11½	24-40	General	U.S. $1.40 in. $1.90 in.
	La Prensa Gráfica (21)	1903	MD	42,456M 56,344S	Dutriz Hermanos	José Dutriz, Jr.	Rodolfo Dutriz	2	14	10	32	General	
	Tribuna Libre	1933	MDexMon.	5,000	Tribuna Libre S. A.	Jorge Lavdé Larín	Miguel A. Chacón	2	21	16	8D 16S	General	
Sonsonate (24,065)	Heraldo de Sonsonate		DexSun.						22½	17½	8-10	General	
Santa Ana (101,560)	Diario de Occidente	1910	MDexSun.	2,500	Diario de Occidente	Alfredo Parada		2	13	5 col.	8D 16S	General	

GUATEMALA (2,787,030)
Quetzal

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Guatemala (370,000)	Diario de Centro America	1880	EDexSun.	10,000	Government	M. M. Avila Ayala	Carlos R. Ortiz	2	20	16	8	Official	1.20 qu. in.
	El Espectador		EDexSun.	15,200		Bahassar Moreles de la Cruz	J. Alfredo Palmieri	2	13½	10	12-16		
	El Imparcial (4)	1922	EDexSun.	32,000S 30,000D	Marta de Cordova	David Vela	Ramón Blanco C.	2	21	16	12	General	U.S. $1.50 in.
	La Hora	1944	ED	12,000	Clemente Marroquin Rojas & Co.	C. Marroquin Rojas	Oscar Marroquin Rojas	2	16	10	12	General	1 qu. in.
	Nuestro Diario	1922	ED	10,000	Government	Jose Calderon Salazar		2	14	9¾	16	General	
	Prensa Libre	1951	ED	27,000	Pedro Julio García & Cía., Ltda.	Pedro Julio García	Isidoro Zarco Alfasa	2	13½	11¼	12-16	General	U.S.$1.00 in.

HONDURAS (1,368,605)
Lempira

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Pedro Sulo	Diario Nacional*	1956	MDexS	5,000				2	21	16	8	General	

*Temporarily suspended.

(Continued on Page 384)

[redacted]

SAN JOSE, COSTA RICA

- *Leading newspaper in Costa Rica (daily mornings).*
- *Independent politically.*
- *Greatest circulation amongst the able-to-buy classes.*
- *Read by men and women.*

Complete local, national and international news. Many special features.

ONLY NEWSPAPER IN COSTA RICA TO FURNISH AUDITED CIRCULATION FIGURES AUTHENTICATED BY IMPARTIAL OUTSIDE SOURCE.

CIRCULATIONS

Sunday 35,090

Daily 29,551

NATIONAL COVERAGE

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Avenue, New York 20, N. Y.

[redacted]

Independent Daily

Guatemala City

Guatemala's Great Daily Newspaper

COMPLETE COVERAGE OF ENTIRE MARKET ASSURED BY THIS ONE NEWSPAPER

This famous newspaper is known for its independence and fearlessness. It has long earned and held the respect of all. Most widely read newspaper in Guatemala. A rich market with no exchange restrictions. The Quetzal is worth U. S. $1.00.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Ave., New York 20, New York

LATIN AMERICAN NEWSPAPERS (Central and South America)—Continued

HONDURAS—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Tegucigalpa (99,948)	El Cronista	1912	D	12,000	Paulino Valladares		Martin Jimenez		19	13½	8-12		
	El Día (4)	1948	MDexSun.	10,000	Julian López Pineda	Julian López Pineda	Julio López Pineda	2	20	17½	8	General	
	El Pueblo (4)	1949	EDexSun.	7,500	Liberal Party	Oscar A. Flores	Alfredo Lara L.	2	22	16	6	General	U.S. $1.50 in.
	La Epoca	1933	EDexSun.	5,500	Tiburcio Carias Andino	Rafael Jerez Alvarado	Ramon Carias Douaire	2	22	18	4	General	
	Prensa Libre	1954	ED	4,000		B. Alejandro Castro	Rosalio R. Zevala	2	24	18			

MEXICO (29,675,323)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Acapulco	La Verdad	1946	D	4,500	I. de la Hoya	I. de la Hoya	I. de la Hoya	2	20	16		General	
	Tropico	1939	D	5,000	Manuel Perez Rodriguez	Arturo Parna Zuriga							
	Ultima Hora		D										
Aguascalientes (118,000)	El Sol del Centro	1945	MD	13,918	Jose Garcia Valseca	Mario Garza	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	6-10	General	
	El Heraldo		MD	7,500D 9,000S	El Heraldo Cia. Editorial	Mauricio Bereun	Salvadora H. Duque	2	20	16	16	General	
Campeche (31,272)	El Espiritu Publico		D										
Cananea (11,000)	El Intruso	1921	EDexMon.	600	Santiago Rivas	Santiago Rivas	Carmen H. de Rivas	2½	20½	13	4	General	
Celaya (70,000)	El Sol del Bajio	1949	MD	‡5,892	Jose Garcia Valseca	Manual Orozco	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	6-10	General	
	La Palabra	1939	MD	6,000D 8,000S	Manuel Urbina Ciénega	Manuel Urbina Ciénega	Guillermo Quiroga Quintanar	2	20	16	4-6D 16-20S	General	
Chihuahua (112,000)	El Heraldo	1927	MD	‡21,000	Jose Garcia Valseca	C. Laret de Mola	Jesus M. Marin	2	20	18	12	General	
	Norte		D										
	El Universal		D										
Cuernavaca (30,607)	La Voz	1947	DexMon.	3,000	Editores Unides del Sur	Jose Gutierrez Sandoval						General	
Culiacan (48,983)	El Diario de Culiacán	1949	MD	5,000	Lic. Román R. Millán	José Millán							
	La Palabra (7)	1955	MD										
	La Voz de Sinaloa	1944	EDexSun.	4,500	Gustavo D. Cañedo	Gustavo D. Cañedo	Carlos Mateo Sánchez	2	15½	12	6	General	
	El Sol de Sinaloa		D										
Durango (108,604)	El Sol de Durango	1947	MD	8,657	José García Valseca	Ricardo I. Ahumada	Diarios García [redacted]						
[redacted]													
						Perez	O. Ernestes Paredo	2	20	17	6-8		
					S. A.	José N. Urbieta	Jesús Alvarez del Castillo	2	20	17	18	General	4.60 pesos cm.
					Iseca	Ernesto Corona Ruesga	Diarios Garcia Valseca Bucareli No. 22, Mexico 1, D. F.	1 15/16	20	16	14-20	General	
	El Sol de Guadalajara	1948	MD	39,000	José García Valseca	Ernesto Corona Ruesga	Diarios Garcia Valseca Bucareli No. 22, Mexico 1, D. F.	1 15/16	20	16	8-12	General	4.50 pesos cm.
	Monitor Commercial de Occidente		D										
Fresnillo	Excelsior		D										
	La Voz de Fresnillo		D										
Guasave	El Regional		D										
Guaymas (22,210)	El Diario	1934	EDexSun.	‡2,500	Carlos Ramírez Junior	Enrique de Alba		2½	21¾	15⅞	4	General	
	La Gaceta	1915	EDexSun.	3,000	Miguel Escobar M.	Miguel Escobar M.	José María Tapia A.		23	15	4	General	
Hermosillo (43,522)	El Imparcial (7)	1937	EDexSun.	12,000	José S. Healy	Jorge Orozco y Girón	José Alberto Healy	2	20	16	8-16	General	
	El Pueblo	1924	EDexSun.	5,000	Israel C. Gonzalez	Israel C. Gonzalez		2	20	8 col.	4	General	
	El Regional (7)	1955	EDexMon.	7,000	Jose S. Healy	Jose S. Healy		2	20	16	6-10	General	
	La Opinion		D										
	El Heraldo		D										

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LATIN AMERICA NEWSPAPERS (Central and South America)—Continued

MEXICO—Continued

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Hidalgo (40,000)	El Sol de Parral		D										
Irapuato	Guanajuato		D										
	Noticias		D										
Jalapa (51,180)	El Tema de Hoy	1930	EDexSun.	15-18,000	Manuel Lunagómez	Manuel Lunagómez	Vicente Lunagómez	2	20	15	4	General	
	Diario De Xalapa		D										
Juarez, Ciudad (131,308)	El Fronterizo	1943	MDexSun.	20,000	Jose Garcia Valseca	Enrique Mesta	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	8-12	General	
	El Mexicano	1947	EDexSun.	13,000	Jose Garcia Valseca	Enrique Mesta	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	6-10	General	
	El Continental		D										
La Paz (13,071)	Baja California	1910	MDex Mon.	1,000	Jorge S. Carillo	Jorge S. Carillo	J. S. Carrillo Jr.	2	17	12 1/2	4-6	General	
	Ultimas Noticias		D										
Las Delicias	El Diario		D										
León (198,321)	El Sol de León	1946	MD	12,638	Jose Garcia Valseca	Guillermo Armanda	Diarios Garcia Valseca Bucareli No. 22, Mexico City	2 1/4	20	16	12-14	General	
	Noticias		MD	14,000M 16,000S									
Los Mochis (21,000)	El Debate	1941	MDexSun.	9,700	Manuel Moreno Rivas	Manuel Moreno Rivas	José Luis Cárdenas	2 1/6	14	10 3/4	8	General	
Mante, Ciudad	El Eco Del Mante		D										
Matamoros (67,000)	El Bravo	1951	D	10,000	Cia. Periodistica del Bravo	Emiliano Escobedo	Jorge Calles	2	20	16	8	General	6 pesos in.
	La Voz de la Frontera		D		Cia. Editora de Matamoros	Gustavo Cerrillo		2	20	17 1/2	6	General	
	El Regional		D										
	Noticiero		D										
Mazatlan (84,109)	El Democrata Sinaloense	1919	MDexMon.	5,000	Suc. de Enrique López	Ramón Millán Lafargá	Ma. Rosa L. de Solano	2	20 3/4	7 col.	4-6	General	
	El Sinaloense	1940	NDexSun.	4,000	Blas Rojo Junior	Leonardo Ramos	Blas Rojo Junior	2 1/8	20	14 1/2	4	General	
	El Sol del Pacifico	1947	MD	7,263	Jose Garcia Valseca	Ernesto Centeno	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	15	6-10	General	
	El Correo De La Tarde		D										
	Informacion		D										
Mérida (175,000)	Diario del Sureste	1931	MD	23,000D 29,000S	Talleres Gráficos del Sudeste S. A.	Clemente López Trujillo	Raul Gasque Gomez	2	20 1/2	16 3/4	8D 24S	General	
	Diario de Yucatán	1925	MD	30,513D 35,351S	Cía. Tipográfica Yucateca S. A.	Carlos R. Menéndez et al	Rubén Menéndez R.	1 3/4	21	8 col.	12	General	
	Diario Oficial	1900	MDexSun.	2,000	Yucatán State Gov't	Aurelio Velázquez	Aurelio Velázquez	7	11	8 1/2	8	Official	

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MEXICO—Continued

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Mexicali (141,189)	ABC		D	10,000	Manuel Villegas Lopez								
	Ultima Hora	1952	ED	5,000	Ernesto Ochoa & Eduardo Rubio	Eduardo Rubio	Lic. Ernesto E. Ochoa	2	16	12	12	General	
	Centinela		D										
México, D. F. (3,050,442)	Aqui	1950	D	30,000	Ed. Aqui	Federico Bracamontes	Manuel Saavedra	1¾	14	14½	16	General	
	Boletín Financiero y Minero de México	1899	EDexSun.	10,800	Cía. Periodistíca de Informaciones Financieras, S. A.	J. Agustin Perez de Lebrila		2⅛	15¾	16	8	Financial	
	Daily Bulletin (Eng)	1935	D		Daily Bulletin Edit. S. A.	L. Poyo Skillin	J. Erard	2	11¾	[illegible]	18	Tourist	
	El Nacional	1929	MD	50,000	Secretaría de Gobernación	Lic. Guillermo Ibarra		2	21½	16¾	12	General	
	El Universal (20)	1916	MD	(E) 71,211MD (E) 82,313S	Cía. Periodistica Nacional S. A.	Lic. Miguel Lanz Duret	Jose Ignacio Varela	2	21	16	36-48	General	pesos 33.60 in.
	El Universal Gráfico (20)	1922	E	(E) 29,098	Cía. Periodistica National S. A.	Lic. Miguel Lanz Duret	Jose Ignacio Varela	2	21½	16	40	General	
	Esto	1941	MD	78,950 99,413S					5		24		pesos 2.10 agate line 2.30 agate line Mon.
	Informaciones Directas		D										
	Excelsior (16)	1917	MD	110,000D 140,000S	Excelsior Cia. Editorial	Rodrigo de Llano	Gilberto Figueroa	2	20	16¾	40-56	General	pesos 31.15 in. Rop
	La Afición	1930	MD	38,800	La Afición, Cía. Per. S. A.	Alejandro Aguilar Reyes et al.	Federico Reynaud	2	14½	5	16-20	Sports	U.S. $1.50 in.
	La Prensa (30)	1928	MD	(E) 87,580M (E) 70,786S	Ed. de Periódicos Soc. Ltda.	Mariano D. Urdanivia	Mario Santaella	2	14½	10	40	General	
	La Voz de México		D										
	Monitor Commercial	1918	D		Juan D. Hernandez							Commercial	
	The News (Eng.) (6)	1950	MDS	9,000 S 10,000	Publicaciones Herrerías, S. A.	Bill Shanahan (e)		1¾	14	10	12-16	Eng-speaking	1.75 pesos (Mexican)
	Novedades (6)	1935	MD	76,000D 100,000S	Publicaciones Herrerías, S. A.	Romulo O'Farill, Sr. & Fernando Mora		2	21	16	45	Upper, Mid.	2.40 pesos per agate line
	Servicio de Noticias		D										
	Sobordo de Mercantil		D										
	Sobordo de Mercantil Fronterizo		D										
	Tollan		D										
	Ultimas Noticias de Excelsior (16)	1936	(2 ed.) DexS.	77,193	Excelsior Cía. Ltda. S.C.L.	Rodrigo de Llano	Gilberto Figueroa	2	20	16¾	8	General	
	Zocalo	1950	D	60,000	Alfredo Kawage Ramia			2				General	
Minatitlar (21,080)	La Opinion	1934	MD	7,000	Manuel Rodríguez O.	Manuel Rodríguez O.		2	21	17		General	
Monclova	El Dia		D										
Monterrey (333,422)	El Norte (7)	1938	MD	50,000	R. Junco de la Vega	Abelardo N. Leal	Martín Navarro	2	21	16	20	General	13 pesos in D 15 pesos in S
	El Porvenir	1919	MD	42,000D 50,000S	Editorial El Porvenir S. A.	Lic. Edoardo Livas	Rogelio Cantú	2½	20¼	16½	24	General	
	El Sol (7)	1922	EDexSun.		R. Junco de la Vega	Rodolfo Junco de la Vega In.	Martín Navarro	2	21	16	8	General	8.75 pesos in D
	El Tiempo	1936	ND	18,000	Editora Regiomontana S. A.	Federico Gómez & Oscar F. Castillón	Francisco Cerda	2	20¼	16½	8	General	
Morelia (106,722)	El Sol de Michoacan		D	2,600									
	La Voz de Michoacan	1948	DexS	6,000	Jose Tocaven	Ebigenio Aviles		2	13⅞	10¼	8	General	
Navojoa (11,000)	Ahora	1935	D	2,500	Jose Moreno Aragon	Jose Moreno Aragon	Jose Moreno Aragon	2	16	16	6-8	General	
	Diario de Mayo	1945	D			Manuel Corral	Enrigue Tino Flores						5 pesos in.
Nogales (25,000)	Acción	1937	D	5,000		José Pomposo Salazar		2	20	16	6	General	
	El Noroeste	1926	ED	3,000		Carlos Siqueicos Q.		2¼	21	18	4	General	
Nuevo Laredo (75,000)	El Diario	1948	MD	9,000	Ruperto Villarreal	Ruperto Villarreal	Rogelio Lozoya Godoy	2¼	20	16½	8	General	
	El Sobordo Mercantil De Frontizero		D										
	El Mañana (7)	1932	MD	10,000	Heriberto Deander Amador	Heriberto Deander Amador	Bernardo Armenta Flores	2	22	17½	8	General	
	The Laredo Daily Times (Eng.)	1926	D			G. H. Shiner							
Oaxaca (50,000)	El Imparcial (7)	1952	D	7,000	Hermanos Pichardo	Manuel G. Pichardo	Antonio G. Pichardo	2	20½	16	4	General	
	Oaxaca Grafico		D										
Obregon Ciudad (12,500)	Diario del Yaqui	1942	MD	6,800	Editorial Heraldo del Bqui	Jesus Corral Ruiz		2	20½	18	4	General	
	Heraldo del Yaqui	1929	MDex Mon.	5,200									
Orizaba (55,522)	El Regional		D										
Pachuca (64,326)	El Sol de Hidalgo	1949	MD	4,802	José García Valseca	Rafael Cravioto	Diarios García Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	4-10	General	
Parras de la Fuente	El Popular	1935	D			Gabriel Robledo L.							
Poza Rica de Hidalgo	La Opinion		D										
Puebla (256,840)	Aristos	1948	D	5,000	Dr. Roseno Vasquez	Dr. Roseno Vasquez	Dr. Roseno Vasquez		23	17	8	General	1 peso in.
	Diario de Puebla	1935	D	10,000		Julian Cacho							
	El Sol de Puebla	1944	MD&S.	19,822	José García Valseca	Mario Alvírez	Braulio Díaz Triay	2	20	16	14	General	
	La Opinion	1924	MD	7,500	Jesus Veana y Guevara	Jesus Veana y Guevara	Manuel Sanchez Poutou, Jr.	2	21¾	8 col.	12	General	
Reynosa	El Mañana	1949	MD		Heriberto Deandar Amador	Salvador Martinez	Bernardo Armenta Flores	2	20½	16	8	General	
	El Informador		D										
	Presente		D										
Queretaro (49,428)	Amanecer	1953	DM										
Saltillo (69,842)	El Diario	1941	MD	5,000D 5,500S	Margarita Rodriguez	Benjamín Cabrera, Jr.	Manuel A. Barrios	2	20⅞	15⅞	6-8	General	
	El Heraldo del Norte	1944	MD	6,000D 6,600S	Oscar Guerra Gomez	Juan Muniz Silva		2	20¼	15⅞	4	Middle	

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Saltillo—Cont'd	El Porvenir		D										
	El Sol del Norte		D										
San Andres Tuxtla	Eyipantla		D										
San Luis Potosí (126,596)	El Heraldo	1942	MD&S.	27,500	Guadalupe L. de Bercún	Antonio Estrada Salazar	Ramiro de la Colina	2	21	16	12D 16S	General	
	El Sol de San Luis	1951	D	20,395									
San Luis Rio Colorado	La Prensa del Noroeste		D										
	La Voz de San Luis		D										
Tampico (130,000)	El Mundo	1918	EMD	40,000D 42,000S 10,000ED	Guadalupe Lopez de Bercun	Enrigue Othon Gonzales	Antonio Estrada Salazar	2	21¼	16	12	General	
	El Sol de Tampico	1950	MD	46,000	Jose Garcia Valseca	Ruben Diaz de La Garza	Diarios García Valseca Bucareli No. 22, Mexico City	2	20	16	14-16	General	
	El Informador Commercial		D										
	La Gaceta		D										
Tapachula (43,032)	El Sol del Soconusco (7)	1952	MD	5,000	Alfonso M. Grajales	Alfonso M. Grajales	Alfredo Hernandez Magallon	2	21	16	4	General	
	Diario del Sur		D										
Tépic (33,000)	El Nayar	1942	EDexS	5,000	Antonio Pérez Císneros	Antonio Pérez Císneros		5 cm.	14	5 col.	12	General	3.20 pesos in.
	El Sol de Tepic	1951	DexM	6,000	Raul Romero Gallardo	Raul Romero Gallardo	Ricardo Silva Delgado	2 1/8	22	14½	8	General	
	Prensa Libre	1932	MD	6,000		Zenón Altamirano		2	14			General	
	El Tiempo de Nayarit		D										
	La Extra de la Tarde		D										
Tijuana (70,000)	Baja California	1947	D	6,500	Ricardo Gibert Salgado	Ricardo Gibert Salgado	Isaac Diaz Delgado		20	14	8	General	
	El Heraldo	1941	ED	9,000	Ruben D. Luna	Armando Luna			20	21	8	General	
	Noticias	1945	MD	3,500	Jose Garduño Bustamante				7 col.	14		General	
	Reportaje		D										
Toluca (126,520)	El Sol de Toluca	1947	MD	5,384	José García Valseca	Alfonso Sanchez	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 13/16	20	16	4	General	
	El Heraldo		MD										
	El Mundo		D										
Torreón (160,000)	El Siglo de Torreón	1922	MD	31,000D 33,220S	Cía. Editora de la Laguna S. A.	Antonio de Juambeiz	J. Gonzáles J.	1 3/8	21	14½	16	General	
	La Opinión (7)	1917	MD	22,000	Ed. La Opinión S. A.	Francisco L. Rodríguez	Ildefonso Saldaña Treviño	2	20	16	12	General	8.12 pesos in.
	El Universal		D										
	Ultima Hora		D										

(Continued on Page 388)

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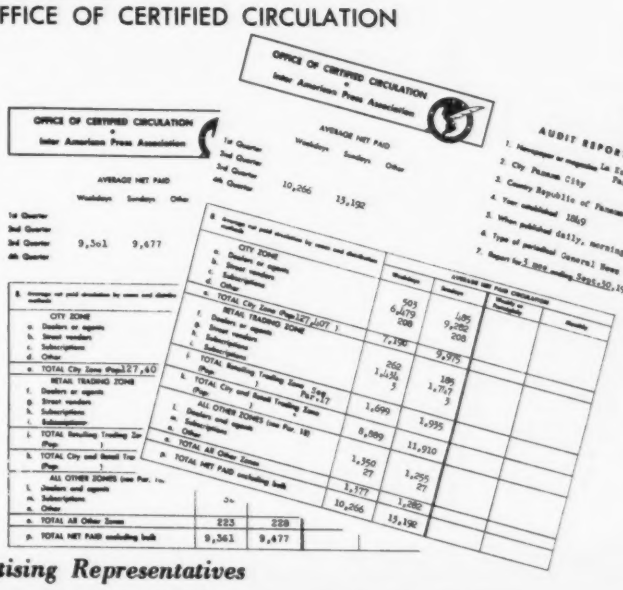

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Tuxpan (Nay)	La Opinion		D										
Tuxtla Gutierrez (40,000)	Diario de Chiapas	1954	D	3,000	Editorial Mexico - Austral, S. A.	Carlos Ruisenor Esquinca	Jose Luis Cancino Guillen	2	20½	16	6	General	
	El Heraldo		D										
	E. S.		D										
Uruapan (30,000)	Reportajes		D										
Vera Cruz (150,000)	El Dictamen	1898	MD	30,000	Cía. Per. Veracruzana S. A.	Juan Malpica Silva	Félix Malpica M.	2	21¾	15⅞	12	General	11.00 pesos in.
Victoria Ciudad	El Heraldo de Victoria		D	10,000	R. Aceves Carmona	R. Aceves Carmona		2	21	16	4-6	General	
Villahermosa (61,000)	Rumbo Nuevo		D										
	El Diario de Ciudad Victoria		D										
	Noticias		D										
Zacatecas	El Sol	1954	MD	5,000									

NICARAGUA (1,053,189)

Córdoba

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Granada	El Diario Nicaraguense	1884	MDED	9,000M 12,000E		Pedro J. Cuadra Ch.	Alejandro Maltes Matus	2½	20	8 col.	4	General	
Leon (60,000)	El Centroamericano (6)	1917	MD	4,000	Rodolfo Abaunza Salinas	R. Abaunza Salinas	Leonel Lopez Macias	2	22	8 col.	6S 4D	General	U.S. $.75 in.
	El Cronista	1918	MDexMon.	9,000D 11,000S	Rafael Corrales Rojas	Narciso Arguelloh	Guillermo Obrado Reyes	2	20	18	4	General	
Managua (107,444)	El Gran Diario		D	6,000				2	21	8 col.			
	Flecha (21)	1941	MD	9,000D 11,000S	Hernán Robleto	Hernán Robleto	Hernan Robleto	2	20	16	8	General	U.S. $0.70 in.
	La Hora (4)	1940	MD	4,500	La Estrella de Nicaragua, S. A.	Ignacio Roman Pacheco	Mario G. Lacayo	2	20	18	4	General	US.$.60 in.
	La Noticia	1915	MDexMon.	9,800D 12,600S	Horacio E. Perez	Juan Ramon Aviles		2	20	16½	6	General	
	La Prensa (4)	1926	MDexMon.	*22,000D *26,000S	Pedro Joaquín Chamorro	Pablo Antonio Cuadra		2	21½	16½	4-6	General	U.S. $1.00 in.
	Novedades (7)	1937	MDexSun	20,000D 35,000S	A. Somoza	Leonardo Lacayo O.		2	19½		16	General	

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PANAMA (805,285)

Balboa

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David (10,940)	Ecos del Valle (13)	1918	EDexSun.	1,000	Miguel Angel Brenes	Miguel Angel Brenes		2	16	10½	6	General	
	La Razón	1946	D	1,350	Publicaciones, S. A.		M. J. Garcia	2	13¼	10¼	6	General	
Panamá (127,874)	El Dia (30)	1947	D	10,500	Manuel M. Valdes, Pres. Marcel Penso, Treas.	Fabian Velarde, Jr., Secy.	Ramon Arosemena, Jr., AM	2	15	9½	16	General	

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ADVERTISING INCHES USED IN PANAMA NEWSPAPERS DURING DECEMBER 1957

Newspaper	Inches	Percentage
Panama American	65.500	41.71%
Newspaper "B"	43.900	27.95%
Newspaper "C"	21.900	13.95%
Newspaper "D"	18.200	11.59%
Newspaper "E"	4.000	2.54%
Newspaper "F"	3.500	2.22%

Percentage of total advertising **41.71%**

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LATIN AMERICA NEWSPAPERS (Central and South America)—Continued

PANAMA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Panamá—Cont'd	El País	.....	ED	8,327	Samuel Lewis	Samuel Lewis	E. M. de la Guardia	2	20	32	6	General	.....
	El Panama-America (6)	1925	ED	14,500	Ed. Panama-America, S.A.	Harmodio Arias	Ignacio Mallol						
	Estrella de Panamá (4)	1853	MD	occ10,266D occ15,192S	Star & Herald Company	Tomas Gabriel Tomás Gabriel Duque G.	Félix Carlos Duque G.	1 7/8	20 3/4	16	12-20	General	$2.00 in.
	La Hora (13)	1946	NDexSun.	19,500	Editora Panama S. A.	C. A. de la Ossa	Jorge Ramirez	1 7/8	21	14 1/4	16-32	General	U.S. $1.50 in
	La Nación—The Nation (Span.-Eng.) (7)	1944	EDexSun.	25,000	Editora La Nación, S. A.	Temistocles Días		2	20	16	16	General	.....
	The Panama American (Eng.) (6)	1925	ED	11,500	Ed. Panama-America, S. A.	Harmodio Arias	Ignacio Mallol	2	20 3/4	16	12-14	General	U.S. $2.00 in.
	Panama Tribune (Eng.) (4)	1928	Sun.	9,000	Sidney A. Young	Sidney A. Young	Claudina McIntosh	2	16	10	16	General	U.S. 75¢
	Star & Herald (4)	1849	MD	occ 9,361D occ 9,477S	Star & Herald Co.	Tomás Gabriel Duque G.	Félix Carlos Duque G.	1 7/8	21	14 1/4	16-32	General	U.S. $1.50 in.

PARAGUAY (1,406,627)

Guarani

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Asunción (206,634)	El País	1935	EDexSun.	8,000	Ed. El País, S. A.	José D. Miranda	A. A. Cebriano	2	15 3/8	9 7/8	12-16	General	.....
	Gaceta del Foro	1940	D	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Informaciones	1943	MDexMon.	3,000	Blas Ortega	Ricardo Caballero	Blas Ortega	1 1/8	14	10 5/16	8	General	.....
	La Razón	1946	MDexMon.	4,700	Ed. Unión S. A.	Epifanio Méndez Fleitas		2	20 1/2	15 7/8	8	General	.....
	La Tribuna (6)	1925	MD	30,000D 40,000S	Ed. Gráfica S. A.	Arturo Schaerer	Carlos Ruiz A.	1 7/8	20	.038	8D 12S	General	$1.50 in. D $2.00 in. S
	La Unión	.....	D	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

PERU (10,200,000)

Sol

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Arequipa (200,000)	El Deber	1890	EDexSun.	5,000	Ed. El Deber S. A. Ltda.	Erasmo Hin[illegible] H.	Juan A. Cuzzi M.	1 3/4	20 3/8	16	8	General	.....
	El Pueblo	1905	MDexSun.	10,000	Ed. Arequipa S. A. "El Pueblo"	Luis D[illegible] Flor[illegible]	Luis A. Weis	2 1/8	20 1/2	15	8	General	.....
	Noticias	1927	MD	15,000	M. Alejandro Arispe	Alber[illegible]	Enrique Béjar	2 1/4	20 1/2	16 3/4	8	General	.....
Apurimac	La Patria	.....	D	.....	.....	Gui[illegible]						General	.....
Cajamarca (17,970)	El Día	.....	ED	2,000	.....	[illegible]	.....	.....	.....	5 col.	4-6	General	.....
	El Ferrocarril	1932	ED	3,000	.....	[illegible]	.....	.....	.....	.....	4-6	General	.....
	La Razon	1940	ED	550	.....	.....	.....	.....	19 1/4	12 3/4	4	General	.....
Cañete (5,000)	La Voz del Pueblo	1922	EDexSun.	750	Eugenio Venturo Estrada	U. Venturo Estrada	E. Venturo Estrada	2 1/8	10 1/2	6 3/4	4	General	.....
Cerro de Pasco (22,250)	El Minero	1896	ED	3,000	Pedro Caballero y Lira	G. Patino López	.....	.....	17	12 1/4	4-6	General	0.50 cm.
Chiclayo (80,000)	El País	1918	EDexSun.	5,250	Dr. Juan Francisco Vílchez	Dr. Juan Francisco Vílchez	R. Vílchez Soto	2 1/4	21 1/2	13 3/8	4	General	4 sol cm.
	El Tiempo	1918	MDexSun.	5,000	Julio A. Hernández and Antonio Lossio Niño	Julio A. Hernández	J. A. Hernández	2 1/8	21 1/2	14	4	General	.....
	La Noche	.....	ED	2,200	J. Eleodoro Landivar	J. E. Landivar	J. E. Landivar	2	15	12	4	General	.....
	La Industria	1954	ED	5,000	Miguel Cerro	.....	.....	.....	.....	.....	.....	General	.....
Chimbote (50,000)	El Santa	1931	ED	2,500	N. Arias Luna	N. Arias Luna	Edwardo Arias Olivera	2 1/2	17	12	6	General	.....
Chincha (14,760)	La Voz de Chincha	1934	ED	3,000	.....	Luis A. Bianchi	.....	.....	17 7/8	5 col	4-8	General	.....
Cuzco (100,000)	El Comercio	1896	ED	7,000	Empr. Ed. Cuzco S. A.	José A. Velazco y G.	Felipe Guzmán R.	2	22	8 col.	6	General	.....
	El Sol	1901	MDexSun.	3,000	Celia Velasco R.	Jose Gabriel Cosio	Celia V. de Zamora	2 3/8	20 1/2	6 col.	4	General	.....
Huacho (15,740)	El Imparcial	1891	ED	3,000	.....	J. T. García	.....	.....	17 3/4	5 col.	4-6	General	.....
	La Verdad	1930	MD	3,650	José M. Carbajal Manrique	J. M. Carbajal Manrique	Rosa Bourget Léon	2 1/8	15	9 1/2	4	General	3 sol cm.
Huancayo (33,140)	La Voz de Huancayo	1912	MD	3,500	Empr. Ed. Huancayo, S. A.	Pedro Díaz Julián	Miguel Benigno Febres	2 1/8	15 1/2	10	6	General	.....
Huánuco (14,890)	La Defensa	.....	ED	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	La Prensa	1933	ED	1,500	.....	.....	.....	.....	17 1/4	5 col.	4-6	General	.....
	La Voz de Huánuco	1912	MD	2,000	.....	.....	.....	.....	.....	.....	.....	.....	.....
Huaras (13,975)	El Departmento	.....	EDexSun.	4,000	Gonzalo Salazar	Gonzalo Salazar	.....	2 1/2	15	14 1/4	4-6	General	.....
	La Voz de Ica	1918	ED	4,000	.....	.....	.....	.....	20 1/2	5 col.	4-8	General	.....
Ica (24,790)	La Opinión	1922	EDexSun.	2,000	Dr. Manuel J. Tueros	Gonzala Tueros R.	.....	2 3/16	19 3/4	13 3/8	4	General	.....
Iquitos (39,630)	El Eco	1924	EDexSun.	6,000	Enrique Reátegui A.	F. Reátegui	J. Reátegui	2	18	12 1/2	4-6	General	.....
	El Oriente	1905	EDexSun.	2,000	Walter Salazar y Hro.	Luis Salazar Souza	F. L. Geggren	2 1/4	19 1/2	18 3/8	4-6	General	.....
Jauja (8,280)	El Porvenir	1908	ED	500	Francisco Carle	Enresto F. Sanguinetti	E. F. Sanguinetti	2 3/8	14	10	4	General	.....
La Oroya (30,000)	La Opinión Popular	1922	EDexSun.	800	Bernabé Suárez Palacios	Bernabé Suarez Palacios	Miguel Suárez Osorio	.....	14	10	4	Commercial	.....
Lima (1,000,000)	El Comercio	1839	MED	100,000M 65,000E	Empressa Ed. "El Comercio" S. A.	Dr. Luis Miro Quesada		2 1/4	21 1/2	7 col.	20-30	Upper	.....
	El Peruano	1826	MDexSun.	10,000	Peruvian Government	Estevan Pavletich	Augusto E. Angulo	2 1/8	19 1/2	15 1/2	10	Official	.....
	La Crónica (4)	1912	ME	70,708M 110,015E	Empr. Ed. La Crónica y Variedades, S. A.	Luis de los Heros	Lucio Delgado M.	2 1/4	15	10 3/4	24	General	.....
	La Nacion	1953	D	30,000	.....	Joan Picou Pincas	Pedrodel Pina Faiardo	.....	16	22 1/2	16	General	.....
	La Prensa (6)	1903	SD	occ 69,836D occ 71,933S	Empr. Periodística S. A.	Pedro J. Beltrán	Ernesto Ascher	1 3/4	21	15 3/8	18-24	General	U.S. $2.70 in. D or S
	La Tribuna	1931	MD	40,000	Empr. Ed. "La Tribuna"	A. Orrego	Belisario Spelucin	1 3/4	21	15 3/8	12	General	.....
	Man Shing Po (Chin.)	1910	MD	3,000	.....	.....	.....	.....	25 1/2	16 1/2	4	Chinese	20 sol cm.
	Ultima Hora (6)	1950	EDexSun.	occ86,952	Empresa Editora Lima, S. A.	Bernardo Ortiz de Zevallos	Eugenio del Solar	2	14 1/2	10	24	General	U.S. $2.45 in.

(Continued on Page 390)

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LATIN AMERICA NEWSPAPERS (Central and South America)—Continued

PERU—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Publisher	Editor	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Mollendo (14,610)	El Comercio		ED	4,500					22½	6 col.	4-6	General	
	El Porteño	1914	ED	4,000					17¼	5 col.	4-6	General	
Pacasmayo (50,000)	La Unión	1913	EDexSun.	4,500	Manuel Pastor Ríos	Carlos Alfonso Ríos	Luis Alberto Ríos	2¼	20½	14½	6	General	
Palta (7,180)	La Igualdad	1904	ED	1,500									
Pisco (16,890)	Independencia		D										
	La Reforma	1920	ED	2,500		Benjamín Sasiesta				5 col.	4-6	General	
Piura (23,220)	Ecos y Noticias	1934	MDexSun.	4,000	José del C. Rivera	José del C. Rivera	Cruz Alejandrina Solano P.	2½	17½	15¾	4	General	
	El Tiempo	1916	NDexSun.	5,000	Matilde Ch. de Artado	Victor M. Helquero Cueca		2¼	21¾	15¾	4	General	
	La Industria	1917	MD	5,000	Miguel Cerro	Miguel Cerro		2 5/16	21½	7 col.	8	General	
Puno (18,490)	El Eco	1904	ED	1,500					17¾	5 col.	4-6	General	
	Los Andes	1928	EDexSun.	1,000		M. I. Frisancho	Francisco Flores	2	17½	13	4	General	
Sicuani	La Verdad	1911	D	1,000	Adrian Durant Gonzelez	Adrian Durant Gonzelez	Segundo Durant Teves	2	16	12	8	General	
Tacna (13,250)	La Voz de Tacna	1936	MDexMon.	1,500	Oscar Eduardo Carvajal	Oscar Eduardo Carvajal		2¼	19¼	14¾	4	General	
Tarma (7,880)	La Voz de Tarma	1911	NDexSun.	500	Adolfo J. Dextra Pajuelo	A. J. Dextra Pajuelo	A. J. Dextra Pajuelo	2 5/16	17	1 5/16	4	General	
Trujillo (45,899)	El Liberal	1951	D	6,000	El Liberal S. A.	Hildebrando Alvarado Núñez	Teresa Zavaleta Calderón	2	20	13	8	General	
	La Industria	1895	MD	8,000	Dr. Miguel F. Cerro	Rafael J. Mauricci		2¼	21¼	13¾	4-8	General	
	La Nación	1932	MD	5,000	Rafael Larco Hoyle	José Angel Miñano	Ibero E. Rodríguez G., Carlos Urra Narváez	2	13	10½	8-12	General	
	Norte (Tabloid)	1957	MD	4,000	Julio Gorrido Malaven							General	

SALVADOR See EL SALVADOR

SURINAM (DUTCH GUIANA) (207,684)

Guilder

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Publisher	Editor	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Paramaribo (75,233)	DeNiewe Tijd (4)	1952	MDexSun.	3,500	F. L. de Rooy	F. L. de Rooy	F. L. de Rooy	2	20	8	4	General	U.S. $.65 in.
	De West	1909	EDexS	4,500		D. G. A. Findlay		2				General	U.S. $.66 in.

URUGUAY (2,353,000)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Publisher	Editor	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Florida (16,000)	El Heraldo	1919	EDexSun.	4,850	El Heraldo S. C.	Juan F. Guichón	Alberto Riva	2¼	14½	10¾	8-10	General	
Mercedes (30,000)	Acción		D			E. M. Peñalva							
	El Radical		D			J. C. Guimaraens							
	El Tiempo		D			Enrique Santías	Vidal Viñuela				4		
Minas (32,000)	La Unión		D										
Montevideo (800,000)	Acción		D										
	El Bien Público	1878	MDexMon.	30,000	Editorial J. Zorilla de San Martín, S. A.	César Luis Aguiar	Victorio Balestra	2	22	15½	12	General	2.20 pesos cm.
	El Debate	1931	MDandS.	65,000D 75,000S	Casa del Partido S. A.	Tomás Castro Bethencourt	José M. Borrazas	2	20	16	14	General	
	El Día (6)	1886	MD	90,000D 152,000S	Cesar, Rafael Batlle Pacheco	D. Luis Franzini	R. Perez	2	23¼	16	22-38	General	3.90 pesos cm.
	El Diario (32)	1917	EDandS	150,000D 165,000S	Soc. Ed. Uruguaya	Juan Andrés Herrera		1⅞	21⅞	15¾	16	Upper, Mid.	D 4.68 pesos
	El Diario Español	1906	MD	15,000	Magarinos Hermanos	Manuel Magarinos	Juan Santiago Migliarini	2	21½	15½	10-12	General	1.50 pesos
	El Nacional		D			Jaime Llovera							
	El País (6)	1918	MD	60,000D	El País, S. A.	Dr. Eduardo Rodriguez Larreta	Dr. Carlos Scheck	2	21	16	14-20	Mid., Upper	3.90 pesos cm.
	El Plata (4)	1914	ED	90,000	Dr. Juan A. Ramírez	Dr. Juan A. Ramírez	Hugo Cavallotti	2	22	7 col.	16	Mid., Upper	4.20 pesos cm.
	Folksblatt (Yiddish)	1931	MDexMon.	8,000	Moises Orsui	Moises Orsui	David Orzech				8	Jewish	
	Gaceta Comercial	1916	MDexMon.	8,500					19½	13½	8	Com., Ind.	
	La Justicia Uruguaya		MD		Oscar Arias Eduardo Barbe Albanell MacColl	Oscar Arias Eduardo Barbe Albanell MacColl		2¼	14	10	8	Legal	
	La Mañana (32)	1916	MDandS	37,000D 95,000S	Soc. Ed. Uruguaya	Juan Andrés Herrara		1⅞	21¾	15¾	8	General	
	La Tribuna Popular	1879	MD	75,000	Empr. Lapido Hermanos	Vicente Lapido	Enrique M. Lapido	1⅞	20½	13½	14	General	
	Unzer Fraint (Yiddish)		MDexMon.									Jewish	
Paysandú (50,000)	El Telegrafo	1910	MDexSun.	10,000	Fernando J. Baccaro	Fernando J. Baccaro	A. Pesce González	2	19¾	13⅞	10	General	
Rocha (28,500)	La Palabra	1920	EDexSun.	1,500	Carlos N. Rocha	Carlos N. Rocha	Raúl Correa Diaz	2	15½	13		General	
Salto (150,000)	El Combate					Wilfredo Paiva							
	La Prensa	1942	EDexSun.	5,000	Empr. Per. La Prensa	Alfonso Cardozo	María E. Martínez	2	21¾	14¾	4	General	
	La Republica	1931	EDexSun.	2,000	Empresa Periodistica "Le Republica"	María de los Angeles Lado	María de los Angeles Lado	2¼	17⅞	11⅞	4	General	
	La Verdad					Jorky Silvetti							
	Tribuna Salteña		MDexMon.	7,000	Rosa B. de Llantada	Modesto J. Llantada					8	General	1.60 pesos cm.

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LATIN AMERICA NEWSPAPERS (Central and South America)—Continued

URUGUAY—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Jose (30,000)	El Pueblo	1883	D		Soc. Juan M. Menéndez	Américo Menéndez			27½	19½	4	General	
	Los Principios		D										
Tacurembó (24,000)	La Voz del Pueblo		D										

VENEZUELA (6,000,000)

Bolivar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barquisimeto (104,691)	El Impulso	1904	MD	15,000	C. A. El Impulso	Jesús Carmona	Ricardo Defendini	2	26	17	8	General	
	Ultima Hora		EDexSun.	15,000	Ca. Editora del Diario Ultima Hora	Blanca Olivares de Villazán							$2.25 in. U.S. D $2.50 in U.S. S
Caracas (1,000,000)	Daily Journal (Eng.) (6)	1945	MD	13,000	The Daily Journal C. A.	Jules L. Weldman	J. E. Bachrick	1¾	15½	10	28	Eng.-speaking	$3.00 in U.S. in. Sun 3.30
	El Heraldo (32)	1922	ED	37,000D	C. A. "El Heraldo"	Victor Simone D'Lima	Alfonso Arreaza	2	19¾	16½	16	General	
	El Nacional (13)	1943	MD Sun.	68,590 83.902	C. A. Editora El Nacional	Humberto Rivas Mijares	Alfredo Conde John	3	20½	16½	16	General	
	El Universal (6)	1909	MD	60,000D 70,000S	Cía. Ed. Amboos Mundos	Werner Hever Lares	Guillermo Silva	1¾	21	16	48-56	General	$3.00 in U.S. D. $3.30 in U.S. S.
	Il Corriere de Caracas (4)	1949	Wed.	10,000	C. A. Il Corriere di Caracas	Franco Patarino	Luisa Patarino	2	20½	15½	8-10	Ital. speaking	
	La Calle	1953	MD	25,000	C. A. Editorial "La Calle"	Luis García	Carlos Quintero Vargas	2	14½	10	24-32	General Tab	
	La Esfera (7)	1927	MD	36,000D 47,000S	Edit. "La Esfera" C. A.	Oscar Yanes (e)	Juan Planas	2	20½	17½	24	General	
	La Religión	1890	MD	16,000	C. A. Editorial Venezuela	Pbro. Jesús Hernández Chappellin (Mgr.)	Andres G. Gonzalez	2	20	16½	16-24	Catholics	4 bol. cm.
	Ultimas Noticias (4)	1941	ED-Sun.	92,000	Miguel Angel Capriles	Oscar Yanes (e)	Carlos Capriles	2	15	10½	40-48	General	U.S. $3.00 in.
Carúpano	Agencia Commercial		D		Pedro A. Luciani								
Carora	El Diario (4)		D		Antonio Herrera Oropeza		Lila de Herrera Oropeza	2			6	General	
Ciudad Bolivar (42,000)	El Luchador	1905	EDexSun.	6,800	J. Suegart & Cía	Jorge Suegart	J. A. Brito	2	22	18	8	General	
Coro	La Mañana		D		Cia. La Mañana	Atilio Yánez Esis	Diego N. Chirinos		12		8	General	
	Jornado	1945	D		Angel Medina Padilla								
Maracaibo (250,000)	Diario de Occidente (6)	1949	MD	16,400	C. A. Editorial Tipográfica	Rodolfo A. Auvert	José María Vengoecha	2	21¾	16	16-20	General	4 bol. cm.
	La Columna (6)	1924	ED	10,500	C. A. Tipografia La Columna	Pbro. Angel C. Ríos		2	20½	7 col.	6	Catholic, Gen.	U.S. $1.00 in.
	Panorama (4)	1914	MD D&B	48,894	C. A. Empresa Panorama	Dr. Carlos Ramirez MacGregor	Mario E. Romero	2	21	16	16	Mid., Upper.	U.S. $3.00 in.
Mérida (17,400)	El Vigilante	1923	MDexMon.	2,600	Empr. El Vigilante	Pbro. Ecio Rojo Paredes	R. Rodríguez A.	2½	17	11	4	General	
Punto Fijo (40,000)	Médano	1947	D		Pedro S. Salcedo								

(Continued on Page 392)

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"The People's Paper" . . . with a Price Waterhouse certified circulation of 83,450 covering those having highest incomes in the middle and upper-lower classes.

"The National Paper" . . . now under new management has regained its position of preference among well-to-do circles of Venezuela. Leading firms use daily the pages of this morning newspaper already called "the best in Venezuela".

"The Venezuelan Magazine" . . . the only general interest magazine in Venezuela. Has already exceeded its recent Price Waterhouse certified circulation of 50,616. Included in all advertising campaigns because of its specially selected material appealing to all levels of public interest.

"The National Weekly" . . . with a circulation of 32,314 certified by Price Waterhouse, it is the magazine most preferred by men of all economic classes.

"The Woman's Magazine" . . . the only national woman's magazine in Venezuela. Included in advertising schedules for all products appealing to women.

5 PUBLICATIONS 5 DISTINCT READERSHIPS!

LATIN AMERICA NEWSPAPERS (Central and South America, and Cuba)—Continued

VENEZUELA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Cristóbal (42,210)	Diario Católico	1924	MD	4,000	Diocese	Pbro. Dr. José Leon Rojas	Enrique Delgado	2	14½	10	12	Catholic	
	El Centinela	1938	MD	1,500	Marco A. Morales	Marco A. Morales		2	16	5 col.	10	General	
	La Hora		D		Rafael M. Rosales								
	Vanguardia	1940	D		Carmen Aurora Carrillo								
Valencia (120,313)	Aborigen	1952	D		Rafael Aguiar								
	El Carabobeño (4)	1933	MD	15,000D 16,000S	"París en América" S. A.	E. Aléman Sucre	E. Aléman Sucre	2	21½	16½	8	General	U.S. $2.25 in.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS

ANTIGUA, B. W. I. (35,000)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. John (10,000)	Antigua Magnet	1923	ED	300					16	10½	4	General	
	The Antigua Star	1936	MDexMon.	650	The Antigua Printery, Ltd.	David Joseph Nelson	Alexandra A. Davis	3½	17	13	4	General	54¢ in.
	The Worker's Voice	1944	D			N. H. Richards (ed)	N. H. Richards (am)	2	17				50¢ in.

BAHAMAS, B. W. I. (84,841)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Nassau (18,000)	The Nassau Daily Tribune (6)	1903	EDexSun.	5,375 6,510Sat.	Etienne Dupuch	Etienne Dupuch	Bernard Dupuch	2	21	16	6-8D 20Sat.	General	6/0 in. D. 6/6 in. Sat.
	The Nassau Guardian (4)	1844	MDexSat.	5,496 6,581	The Nassau Guardian Ltd.	Frank B. Hutchinson		2	16	10	16D 48S	General	US. $1.40 in.

BARBADOS, B. W. I. (225,000)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Bridgetown (14,000)	Barbados Advocate (6)	1895	MDexMon	10,000D 16,000S	Advocate Company, Ltd.	Hon. V. C. Gale Ian Gale, Editor	Trevor Gale	2	22¼	16	8-16	General	1.60 BWI D-inch 2.40 BWI S-inch

BERMUDA (38,530)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Hamilton	The Mid-Ocean News (21)	1911	EDexSun.	6,130D 8,069Sat.	S. Seward Toddings	T. A. Burton	F. E. Wheatley		15	10	32	General	
	The Royal Gazette (4)	1828	MD	(ABC) 6,630D (ABC) 6,442S	The Bermuda Press Ltd.	E. T. Sayer	R. E. Osborn	2	20½	16½	12-16	General	U.S. $1.26 in.

CUBA (5,821,118 '53 Census)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Banes (16,000)	El Pueblo	1915	ED	1,200	Fernando Rodríguez Rojas	Fernando Rodríguez Rojas	Delfín A. Rodríguez S.	2½	20½	14	4	General	

PANORAMA

MARACAIBO, VENEZUELA

(ESTABLISHED 1914)

Maracaibo is the capital of the State of Zulia, richest market area in Venezuela and the center of the oil producing region.

CIRCULATION audited and certified by Dun & Bradstreet — Panorama is the only newspaper in Maracaibo that uses the reliable, independent Dun & Bradstreet checking service.

AUDITED CIRCULATION 48,894 (NET PAID)

(last audit 41,053)

Panorama is THE newspaper in Maracaibo — has a number of times the circulation of the second daily — and more circulation than all other newspapers in Maracaibo combined.

Panorama is the best printed newspaper in Maracaibo — contains latest international, national and local news, many special features. May we send you sample copy — free of charge, of course.

Exclusive Advertising Representatives

630 Fifth Avenue **S. S. KOPPE & CO., INC.** **New York 20, N. Y.**

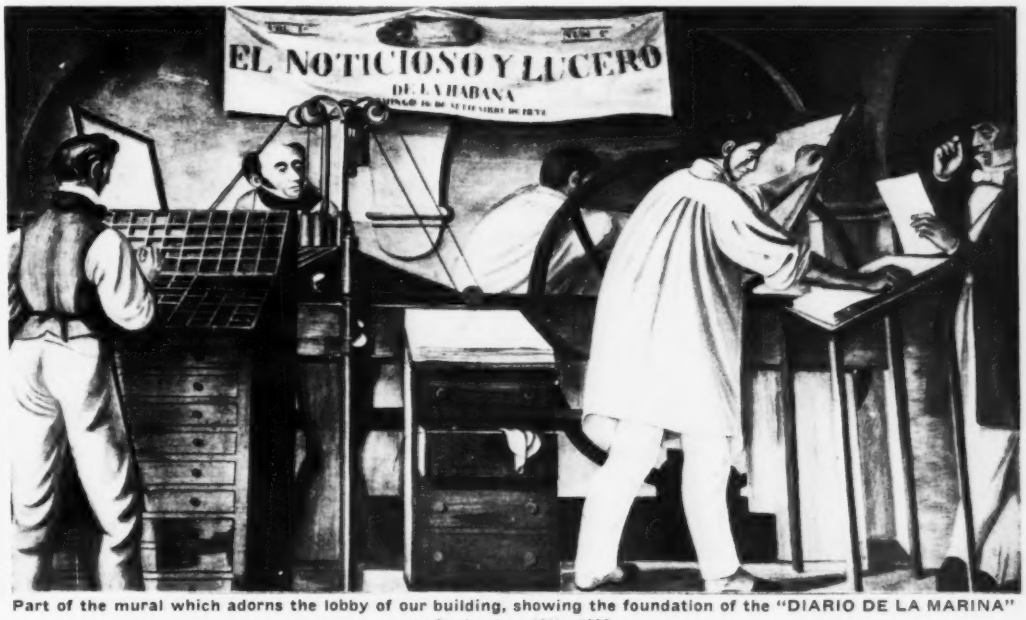
DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Caibarién (26,770)	El Imparcial		D										
Camaguey (164,330)	El Camagueyano (6)	1900	MDexMon.	10,000	El Camagüeyano Cía. Com., S. A.	Walfredo J. Rodríguez	Luis Dulzaides	2	20¾	17	12-16	General	$1.25 in.
	El Noticiero de Camagüey	1932	ED	4,000	Justo Venegas Socarras	Justo Venegas Socarras	Joviano Miguel Venegas S.	2	20	17½	8	General	1.00 in.
	La Voz	1953	D	5,000	Augustin Gonzales Porro	A. G. Porro	A. G. Porro	2	22	16½		General	U.S. $.40 in.
Cárdenas (48,890)	El Comercio		EDexSun.		Francisco G. Bacallao	Francisco G. Bacallao						General	
	La Entorcha	1931	NDexSun.	525	José Andres Comas Bas	J. E. Fernández Llebrez	J. E. Fernández	2¼	15¾	11	4	General	
	La Union	1889	EDexSun.	1,000	Juan C. Toscano	J. C. Toscano	Godelia Garcia	2⅜	14½	9½	4	General	
	Prensa Libre	1934	EDexSun.	1,500	Rafael Palmer Rodríguez	R. Palmer Rodríguez	R. Palmer Rodríguez	2	16	10	4	General	
Ciego de Avila (99,254)	El Censor	1933	EDexSun.		Pedro Coterón R.	Pedro Coterón R.		2	16	10	5	General	
	El Pueblo	1905	EDexSun.	800	Tomas Arredondo Zayas	Armando Arredondo Lopez	Tomas Arredondo	2	22	18	4	General	
	La Región	1919	EDexSun.	500	Enrique García P.	Enrique García P.		2¼	18	12	8	General	
Cienfuegos (105,000)	El Comercio	1902	MDexSun.	8,300	Cía. El Comercio, S. A.	Alberto Aragonés y Machado	Roberto Torres García	2⅛	20½	17¾	8	General	
	La Correspondencia		EDexSun.	5,500	La Correspondencia, S. A.	Nicolas Machado Rodriguez	Manuel Rodriguez Pali	2	20	15¾	8	Home	
Guantánamo (93,440)	El Nacionalista	1931	NDexSun.	500	Narciso Balbuena	Samuel Balbuena	N. Balbuena	1½	16	11	4	General	
	La Voz del Pueblo	1889	DexSun.			J. Vásquez			24	18	6	General	
Habana (842,596)	Alerta	1935	NoonDexSun.	10,000D 50,000Mon.	Ramón Vasconcelos	Ramón Vasconcelos		2	21⅛	16	24	General	
	Ataja		D	32,000	Editorial "Ataja"	A. Salas Amaro	F. Lopez	2	21	12		General	
	Avance (4)	1933	EDexSun.	26,880D 32,000M	Cía. Cubana de Publicaciones S. A.	Mario Massens	Alfredo Arias	2	21	18	14	Upper, Gen.	$2.00 D $2.20 Sat. & Mon.
	Diario de la Marina (6)	1832	MDexMon.	40,000D 65,000S	Diario de la Marina, S. A.	José I. Rivero	Oscar Rivero	2	21½	15⅛	36-112	General	U.S. $2.60 in. $2.90S in.
	Diario Nacional		MD				Raul Ruiz (editor)					General	
	El Crisol	1934	Noon	84,699Mon. 47,185D	Alfredo Izaguirre Hornedo	Rigoberto G. Ramirez		2	21	16	12-24	General	
	El Mundo (4)	1901	MDexMon.	27,328D 40,396S	Cia. Editorial El Mundo S. A.	Dr. Raoul Alfonso Gonsé	Larry O. de la Vega	2	21½	16	30	General	$2.60 D $2.90 S

(Continued on Page 394)

125 YEARS of unfailing service 1832 1957



Part of the mural which adorns the lobby of our building, showing the foundation of the "DIARIO DE LA MARINA" on September 16th, 1832.

On the 16th of September, 1957, the DIARIO DE LA MARINA completed 125 years of uninterrupted existence.

Throughout these 125 years we have unfailingly defended the permanent interests of the Cuban people. Thus, with the people's support, the DIARIO DE LA MARINA became the newspaper of the Cuban home, a symbol of the nation's highest moral values.

The DIARIO DE LA MARINA owes its permanent and unchallenged press advertising leadership to this solid tradition, its great selling power, and thorough penetration in all social groups.

We wish to take this opportunity to publicly express our sincere gratitude to all members of the Panamerican Press for their kind congratulatory messages for our 125 anniversary, as well as for our commemoratory "Siglo y Cuarto" edition.

DIARIO DE LA MARINA
DEAN OF CUBAN PRESS
PASEO DE MARTI 553 HAVANA, CUBA.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Habana—Cont'd	El País	1921	EDexSun.	65,790D 116,000S	Emp. Ed. El País, S. A.	Dr. Guillermo Martinez Marquez	Juan Pineyro	2	21	16	34	General	U.S. $2.00 in. U.S. $2.20 in.
	Excelsior	1921	MDexMon.	52,000D 75,795Sun.	Emp. Ed. El País, S. A.	Manuel Braña	Luis Sándrez Maspons	2	21	15	34	General	
	Finanzas	1933	MDexMon.	15,000	Compania Editora Finanzas S. A.	Manuel Camio y Rodriguez		2¼	21	8 col.	8	Com., Ind.	
	Industria y Comercio	1936	EDexSun.	910	Cámara de Comercio de la República de Cuba (Cuban Chamber of Commerce)	Rafael A. Dávalos y Rodríguez Torica		7	10	9	10	Com., Ind.	
	Información (20)	1933	MDexMon.	52,049D 71,091S	Cía. Ed. de Información, S. A.	Dr. Santiago Claret	Dr. Jose A. Villaverde	2	20	17	42D 92S	Mid., Upper	
	La Campaña Cubana	1940	D										
	La Discusión	1889	MEDexSun.	10,000	La Discusión, S. A.	Emma Larraz Sorondo	Paulino F. Puente	2	20½	18	8	General	
	Mañana	1938	MDexMon.	55,000	Edit. Mañana, S. A.	José López Vilaboy	Antonio Perdices Yubero	2	21	16	14-16	General	
	Man Sen Yat Po (Chin.)	1921	NEDexSun.	2,500	Kuo Min Tang Nationalist Party	Ramón Chiong	Ramón Chikon		23	34	10-12	Chin. Nat.	
	Prensa Libre (7)	1941	MEDexMon.	95,000	Ed. Prensa Libre S. A.	Sergio Carbó	José Sobrino	2	21	16	16	General	
	Pueblo	1937	MEDexSun.	28,000	S. A. Editorial Mediodía	F. Valdes Gomez	G. Le Batard	2	21	16	12	General	
	Havana Post (4) (Eng.)	1898	MDexMon.	12,500	The Havana Post Co., Inc.	Clara Park Pessino	Richard Wells	2½	20¾	18	8	Eng.-speaking	$1.70 D $1.90 S
	Tiempo En Cuba	1950	ED										
	Wah Mon Sion Po (Chin.)		EDexSun.		Wong Chong Wu	E. Wong		4	20	15½	12	Chinese	
Holguín (184,300)	Diario de Holguín	1922	NDexSun.	2,500	Felipe Pérez Jiménez	Felipe Pérez Jiménez		1¼	17½	11⅞	4	General	
	Heraldo Holguinero	1930	MDexMon.	7,500	Luis Payret Llopis	Sergio Rojas Garcés	W. Rojas Garcés	2¼	21½	6 col.	8	General	
Manzanillo (83,140)	Orientación	1934	EDexSun.	2,500	Hipólito Portal	Hipólito Portal	Hipólito Portal	2¼	20½	18¼	4-6	General	
Matanzas (77,910)	El Imparcial	1886	EDexSun.	6,000	Cía. Impresora S. A.	Guillermo Gómez	César M. Casas	2¼	21½	15	6	General	
	El Republicano	1900	EDexSun.	3,200	Orlando L. Solés	O. L. Solés	J. M. R. Haded	2	22	16½	4	General	
Sagua la Grande (38,070)	El Popular		D										
Sancti Spíritus (112,350)	El Fénix	1894	EDexSun.	8,000	Cía. Ed. El Fénix, S. A.	José D. Taboada G.	José D. Taboada G.	2¼	19	15	4	General	
Santa Clara (120,000)	Diario de las Villas	1953	MD	20,000	Diario de las Villas, S. A.	Julio César Fernández	Daniel Gómez Nieto	2	21	17½	8-12	General	

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Santa Clara—Cont'd	El Villareno		ED	20,000	Armando Machado y Pérez de Prado			2	21	8 col.	8	General	
Santiago (162,000)	Diario de Cuba	1917	MDexMon.	15,000	Eduardo Abril Amores	Eduardo Abril Amores	Eduardo Abril Dumois	2	21	16	12-16	General	
	Oriente (4)	1935	MDexSun.	16-17,000	Carlos Dellunde M.	Carlos Dellunde M.	L. Martínez	2¼	21	15½	8	General	$1.25 in. D
	Prensa-Universal (6)	1951	MDexSun.	11,176	Edit. Universal, S. A.	Roberto Lopez L.	R. Lopez Lacau	2	20½	16	8-16	General	$1.25 in.
Trinidad(15,450)	El Tiempo	1924	EDexSun.	7,050	José Zayas Rodriguez	José Zayas Rodriguez	E. Zayas	2¼	15	10	10	General	

CURAÇAO, N. W. I. (148,530)

Guilder

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Willemstad (60,000)	Amigoe di Curacao	1883	MDexSun.	4,500	Paulus-Drukkerij, N. V.			2 5/16	20½	15 5/16	6	General	
	Arubaanse Courant (Dutch-Papiamento)		MDexSun.	2,000	N. V. Arubaanse Drukkerij	G. F. Staartjes		2 3/16	15 9/16	20½	4	General	
	Beurs-en-Nieuwsberichten N.	1935	MDexSun.	6,500	N. V. Curaçaosche-Drukkirij	A. de Wit	L. W. de Wit	2 3/16	20½	15 5/16	8	General	
	La Prensa (Span.), Papiamento (native lang.)	1928	MDexSun.	4,971	Ediciones Populares, S. A.	Efrain Jonckheer	Joseph DaCosta Gómez	2¼	21	17½	4	General	U.S. 1.50 in.
	Today—De Morgenster (Dutch-Papiamento)	1949	MDexSun.	2,400	N. V. Curacaose Drukkirij	L. W. A. Bogers		2 3/16	20½	15 9/16	4	General	

DOMINICAN REPUBLIC (2,121,083)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ciudad Trujillo (294,830)	El Caribe (21)	1948	MD	26,000	Editora del Caribe	German E. Ornes C.	Federico Mella U.	2	22	16	14D 24S	General	
	La Nacion (6)	1940	MD	35,000	Ed. La Nacion C. por A.	Manuel Valldeperes	Raf. Villalona Pimentel	2	22	14	12-32	General	U.S. $1.50 in.
La Romana (17,064)	El Heraldo	1925	D	1,500	A. Sánchez Pérez	A. Sánchez Pérez	E. Sánchez Cabanillas	2	14½	14	4	General	
San Pedro de Macorís (24,922)	Diario de Macorís	1922	D	1,000	Néstor Febles	Néstor Febles		2	20		4	General	
	El Este (6)		D	5,000	F. X. Martinez	F. X. Martinex		2	18	12	4	General	$0.30 inch
Santiago de los Caballeros (64,439)	La Información	1915	EDexSun.	5,000	La Información C. por A.	Luis A. Franco		2	20½	16	8	General	

GRENADA, B. W. I. (90,000)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. Georges (7,000)	The West Indian	1915	MDexFri.,Mon.	2,000	The Grenada Printing Co. Ltd.	J. B. Renwick	Rupert L. Heyte	2¼	21	15½	6	General	

HAITI (3,112,000)

Gourde

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-au-Prince (195,672)	Haiti Journal	1930	EDexSun.	4,500	Stenio Vincent	Marcel Salnave	Marcel Salnave		24	18	4-6	General	
	Le Jour (20)	1950	E6timesweekly	6,000	Hubert Carré	Hubert Carré	M. R. Malary	2¼	22	18	6	General	

(Continued on Page 396)

THE HAVANA POST
CUBA'S ONLY ENGLISH LANGUAGE DAILY OLDER THAN THE REPUBLIC

GATEWAY TO A
MULTIMILLION DOLLAR MARKET

Only English language daily newspaper in Cuba . . . only newspaper available to the AAA income group of American, British and Canadian permanent residents.

. . . Only newspaper to reach the English reading tourists — tourism represents one of the biggest businesses in Cuba.

The readers of THE HAVANA POST set the buying pattern for all Cuba.

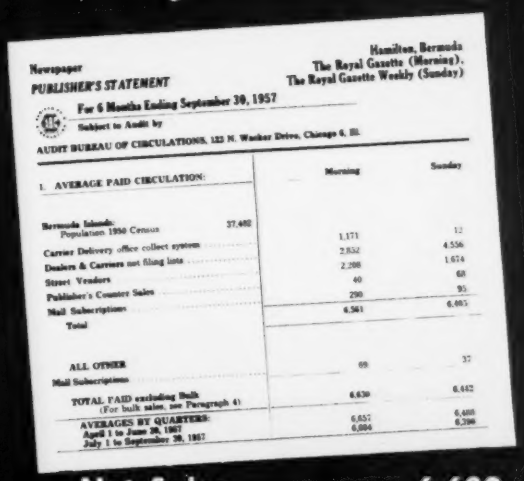
A leading newspaper in a leading dollar market.

Represented by

S. S. KOPPE & CO., Inc.
630 Fifth Ave., New York 20

Established in 1828

The Royal Gazette
(Bermuda's leading newspaper)
The Royal Gazette Weekly


Newspaper
PUBLISHER'S STATEMENT
For 6 Months Ending September 30, 1957
Subject to Audit by
AUDIT BUREAU OF CIRCULATIONS, 123 N. Wacker Drive, Chicago 6, Ill.
Hamilton, Bermuda
The Royal Gazette (Morning).
The Royal Gazette Weekly (Sunday)

I. AVERAGE PAID CIRCULATION:		Morning	Sunday
Bermuda Islands: Population 1950 Census	37,402		
Carrier Delivery office collect system		1,171	12
Dealers & Carriers not filing lists		2,832	4,556
Street Vendors		2,208	1,674
Publisher's Counter Sales		40	68
Mail Subscriptions		290	95
Total		6,541	6,405
ALL OTHER			
Mail Subscriptions		89	37
TOTAL PAID excluding Bulk (For bulk sales, see Paragraph 4)		6,630	6,442
AVERAGES BY QUARTERS: April 1 to June 30, 1957		6,657	6,405
July 1 to September 30, 1957		6,604	6,390

Net Sales 6,630
Paid Circulation (bulk) 654
Service Copies 428
Total Sales 7,712

Market Consumer Study of Bermuda Available Upon Request

Bermuda's Only ABC Newspaper

Advertising Representatives:
S. S. KOPPE & CO., INC., 630 Fifth Ave., New York 20, N. Y.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

HAITI—Continued

City and Population	Name, Language, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-au-Prince—Cont'd	Le Matin	1907	M5timesweekly	10,000	Franck Magloire	Franck Magloire	G. A. Dobady	2	20½	23	8-10	General	
	Le Nouvelliste (30)	1896	EDexSun.	6,00	Ernest G. Chauvet	Ernest G. Chauvet	Max Chauvet	1¾	20	8 col.	6	General	
	La Phalange	1939	MD	5,000	Mons. Joseph LeGouaze	Franck E. Saint Victor	Father Jean Le Pennec	2¼	22	16½	4	General	
	L'Information		DexSat. Sun	3,000	Victor E. Surena	V. E. Surena	V. E. Surena						

JAMAICA, B. W. I. (1,389,000)

Sterling

City and Population	Name, Language, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingston (224,115)	Daily Gleaner (4)	1834	MD Sun.	® 48,454 ® 51,230	The Gleaner Co., Ltd.	S. G. Fletcher		2¼	21	18	14-16	General	US $2.24 US $2.80
	The Star (4)	1951	EDexSun.	® 27,532	The Gleaner Co., Ltd.	S. G. Fletcher		2¼	16½	11½	8-12	General	U.S. $1.40

MARTINIQUE, F. W. I.

City and Population	Name, Language, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Fort de France (52,051)	L'Information			5,000									

(Continued on Page 398)

I Am the Printing Press

By Robert H. Davis

I am the printing press, born of the Mother Earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and of war alike.

I make the human heart beat with passion of tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

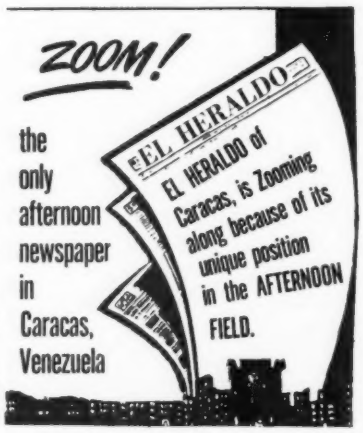
When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thought uplifting. I am light, knowledge, and power. I epitomize the conquest of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches: at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.



Data gladly furnished on request.
United States Office
UNIVERSAL PUBLISHERS REPRESENTATIVES INC.
500 Fifth Avenue New York 36, N. Y.

THE LARGEST AUDITED CIRCULATION IN THE BAHAMAS.

THE NASSAU DAILY TRIBUNE

5,375 weekdays
6,510 Saturdays

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"The Gleaner" presents a true picture of Foreign and Local news to all Jamaica. As an advertising medium it has proven beyond compare in placing products of all types on the local market.

Yes . . . "The Gleaner" goes further ahead and afield day by day.

The Gleaner Co., Ltd.
Also publisher of "The Children's Own" and The Weekly Overseas Gleaner.

AUDITED CIRCULATION, GLEANER

Net Average	
Daily	48,454
Sunday	51,230
The Star	27,532

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Editor & Publisher
serves its readers and advertisers with these SERVICE NUMBERS ...

For complete information and advertising rates, write . . .

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INTERNATIONAL YEAR BOOK
Published in February
ANPA CONVENTION ISSUES
Published last two Saturdays in April
SYNDICATE DIRECTORY
Published last Saturday in July
ANPA MECHANICAL CONFERENCE NOS.
Published first two issues in June
THE MARKET GUIDE
Published during November each year

DID YOU KNOW.....?

.....The people in **PUERTO RICO U.S.A.** *spend over*

650 MILLION DOLLARS *a year for goods and services*

HERE IS THE COMPLETE OVER-ALL ISLAND COVERAGE FOR THIS POTENT MARKET

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SELLING POWER of PRESTIGE media

SAN JUAN

EL MUNDO

DIARIO DE LA MAÑANA

THE LEADING SPANISH DAILY IN PUERTO RICO

Consistently FIRST in newsstand and prepaid home delivered circulation. EL MUNDO has been the favorite family newspaper for over 35 years.

LATEST FIGURES ABC UPON REQUEST

100,000 WATTS CHANNEL 2

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TELEMUNDO is the most modern TV station in Latin America. Telecasting highest rating programs in Puerto Rico. More live shows than any other single TV station in the U.S.A.

580 KILOCYCLES 5,000 WATTS

WKAQ RADIO EL MUNDO

The high standard maintained by RADIO EL MUNDO, has made it the most popular station in Puerto Rico. It has won and held the largest and the most loyal listening audience in the Island.

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CONSUMER ANALYSIS: annual consumers survey and analysis of income, buying habits, product preference etc. of the Puerto Rican people.

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NEW YORK OFFICE ● **INTER-AMERICAN PUBLICATIONS, INC.**

41 EAST 42nd STREET, NEW YORK 17, N. Y.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

PUERTO RICO (2,301,000)

U. S. Dollar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Arecibo (76,680)	El Rigionalista	1903	EDexSun.	930	José R. Adorno	José R. Adorno	José R. Adorno	2¼	13¼	12		General	
Ponce (126,542)	El Día (4)	1909	EDexSun	8,000	Editorial El Día, Inc.		Jose Dávila Ricci	3	20	20	8	General	75C in.
San Juan (368,756)	El Imparcial (30)	1933	MDexMon.&Sat.	©59,472									
			Mon.	©71,140									
			Sat.	©65,660	Editorial El Imparcial, Inc.	Antonio Ayuso Valdivieso	Mariano A. Suarez (bm)	2	14	10½	44	General	$3.50 in. T-F $3.70 in. Sat. & Mon.
	El Mundo (16)	1919	MexMon.&Sat.	©80,514MD	El Mundo, Inc.	Pablo Vargas Badillo	Hector Oliveras	2	21	16	24	General	$3.50 in..T-F $3.70 in. Sat. & Mon.
			Mon.	©63,398M									
			Sat.	©79,281S									

ST. KITTS, B. W. I. (84,812)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Basset (14,000)	The St. Kitts News Daily Bulletin	1914	EDexSun.	550	A. M. Losada, Ltd.	Stanley Procope	Stanley Procope	2¼	16	11½	4	General	
	Union Messenger	1921	NDexSun.	200	The Progressive Printery Ltd.	Joseph N. France	Joseph N. France	2	12	8	4	Socialist	
	The Labour Spokesman	1957	DexMon.	1,000	St. Kitts-Nevis Trades & Labour Union	Eric Bowrin		2	15½	10	4	Labour	

ST. LUCIA, B. W. I. (82, 958)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Castries (24,300)	The Voice of St. Lucia (6)	1885	Sun.	2,500	The Voice Publishing Co., (1953) Ltd.	Arthur P. E. Charles & Letitia H. Skeete		2	18½	14	12	General	BWI $.96 in.

ST. VINCENT, B. W. I.

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingstown (4,833)	Times	1898	ED	1,500					20	15	6	Liberal	

TRINIDAD, B. W. I. (720,000)

B. W. I. Dollar=59¢ U.S.

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-of-Spain (110,000)	Evening News (4)	1936	EDexSun.	20,000	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy	M. A. Conyers	1¾	15	2d	16	General	$2.00 (B.W.I. cy.)
	Trinidad Chronicle (6)	1825	MDexMon.	15,000D 20,000S	The Port-of-Spain Gazette	George de Nobriga Roy Savill		1¾	20½	16	12D 24S	Upper Mid	$3.00 (D) $3.75 (S) B. W. I.

NEW YORK EDITION (Started July, 1957)
25,000 Press-Run. Sold at 2,755 News-stands in New York and Metropolitan Area

EL IMPARCIAL
EL DIARIO ILUSTRADO

1st IN NEWS AND PICTURE COVERAGE
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It reaches the Puerto Rican families in all levels

EL IMPARCIAL
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Welcomes you to the Puerto Rican and N. Y. Markets

- P. R. is the largest potential billion dollar U. S. trading market in the Caribbean area.
- We invite you to make money and increase your sales with EL IMPARCIAL, Puerto Rican and New York editions.
- The Newspaper that follows the Puerto Rican consumer everywhere.

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EL IMPARCIAL is the first choice of the Puerto Rican people

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

TRINIDAD—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-of-Spain—Cont'd	Trinidad & Sunday Guardian (4)	1917	MDexMon.	41,731M 59,807S	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy	M. A. Conyers	1¾	21	14¾	14D 28S	General	$3.50 in. D $5.00 in. S (B. W. I.)

VIRGIN ISLANDS (U. S.) (26,655)

U. S. Dollar

Charlotte Amalie (15,000) (St. Thomas)	The Daily News (4)	1930	EDexSun.	1,400	Ariel Melchior	Ariel Melchior	Ariel Melchior	2	15	5 col.	6-8	General	58¢ in.
Frederiksted (2,000) (St. Croix)	West End News	1912	EDexSun.	300	Paul E. Joseph	Paul E. Joseph	Paul E. Joseph	2	10½	4 col.	4	General	50¢ in.
Christiansted (St. Croix)	St. Croix Avis	1840	DexSun.	750	Brodhurst & Sons	Canute Brodhurst	Canute Brodhurst		12	4 col.			50¢ in.

DAILY NEWSPAPERS OF EUROPE

ALBANIA

(All press and publications are controlled by the Albanian Workers (Communist) Party AWP).

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief	Director
Tirana	Zeri i Poppulit (People's Voice)	1942	43,000	DexM	Albanian	Workers Party	Fadil Pacrami	
	Bashkimi (Unity)	1943	30,000	DexM	Albanian	Democratic Front	Sotir Papuli	
	Puna (Labor)	1945	6,000	Tu&Fri	Albanian	Trade Union	Skender Tupia	
	Zeri i Rinis (Youth's Voice), formerly Rinia	1945		W&Sat	Albanian	Central Committee of Working Youth	Qamil Buxheli	
	Hosteni (The Goad)	1945		Weekly	Albanian	Writer's Union	Dhimitri Tona	
	Rruga e Partise (Party Path)	1954		Monthly	Albanian	Workers Party		

AUSTRIA

City	Publication	Political Affiliation	Established	Circulation	Issued	Editor	Responsible Editor	Manager
Vienna	Arbeiter Zeitung	Socialist Party Organ	1889	139,500; Sun 198,500	MDexMon	Dr. Oscar Pollak	Hans Philip	Franz Förg
	Das Kleine Volksblatt	People's Party Organ	1929	118,500; Sun 184,000	MDexMon	Dr. Franz Grössl	Dr. Erich Ernegger	Karl Flödl
	Die Presse	Independent, Business	1948	44,000; Sun 66,500	MDexMon	Milan Dubrovic	Ludwig Derka	Fritz P. Molden
	Neues Oesterreich	Independent	1945	78,500; Sun 185,500	MDexMon	Dr. Friedrich Lorenz	Dr. Heribert Husinsky	Emil Fuchs
	Oesterreichische Neue Tageszeitung	People's Party, Business	1950		MDexMon	Dr. Helmuth Schuster	Dr. Walter Neuwirth	Erich Schauhuber
	Volksstimme	Communist Party Organ	1945	54,500; Sun 82,500	MDexMon	Erwin Scharf	Felix Kreissler	Johann F. Schmid
	Wiener Zeitung	Organ of the Government	1703		MDexMon	Dr. Franz Stamprech	Dr. Franz Stamprech	Dr. Franz Sobek
	Bild-Telegraf	Independent	1953	75,000; Sat 109,500	MDexSun	Gerd Bacher	Karl Heinz Ritschel	Hans Behrmann
	Neuer Kurier	Independent	1954	122,500; Sat 181,000	NoonDexSun	Hans Dichand	Harald Egger	Dr. Ludwig Polsterer
	Weltpresse	Independent, Socialist	1945	43,000; Sat 63,500	NoonDexSun	Alfred Magaziner	Bruno Prohaska	Otto Haider
Graz	Kleine Zeitung	Independent, Popular	1903	75,500; Sun 95,500	MDexMon	Dr. Otto Schoenherr	Dr. Heribert Ircher	Dr. Karl Maria Stepan
	Neue Zeit	Socialist Party	1946	53,000; Sun 65,500	MDexMon	Dr. Heinz Paller	Dr. Gunther Nenning	Dr. Oswald Elleberger
	Süd-Ost Tagespost	People's Party	1856	44,000; Sun 57,000	MDexMon	Dr. Wilhelm Antropp	Gerhard Ozimic	Franz Wegart
	Wahrheit und Volkswille	Communist Party	1946	12,400; Sun 24,000	MDexMon	Rudolf Spitzer	Karl Schiffer	Franz Pölzl
Klagenfurt	Die Neue Zeit	Socialist Party	1946		MDexMon	Dr. Heinz Brantl	Fritz Tinnacher	Ferdinand Wenedig
	Kleine Zeitung (Branch Edition of Kleine Zeitung, Graz)		1903		MDexMon	Franz Genser	Franz Genser	Dr. Karl Maria Stepan
	Volkszeitung	People's Party	1946		MDexMon	Dr. Josef Maier	Rolf Lach	Herman Daniel
Linz	Linzer Volksblatt	Peoole's Party	1869		MDexSun	Alfred Lahner	Wolfgang Sperner	Karl Malzer
	Oberoesterreichische Nachrichten mit Tagespost	Independent	1945	48,500; Sat 62,500	MDexSun	Walter Pollak	Erich R. Pfeifer	Heinrich Oberlik
	Tagblatt	Socialist Party	1897	24,500; Sat 25,500	MDexSun	Nikolaus Negrelli	Nikolaus Negrelli	Walter Strache
Salzburg	Demokratisches Volksblatt (Branch Edition of Tagblatt, Linz)		1945	6,000; Sat 7,500	MDexSun	Josef Kaut	Dr. Herbert Moritz	Walter Strache
	Salzburger Nachrichten	Independent	1945	41,000; Sat 70,000	MDexSun	Gustav A. Canaval	Bruno K. Skrehunetz-Hillebrand	Max Dasch
	Salzburger Volksblatt	Independent, Popular	1870	13,000; Sat 18,500	MDexSun	Dr. Hans Menzel	Karl Lanik	Hans Glaser
	Salzburger Volkszeitung	People's Party	1945		MDexSun	Alfred Adrowitzer	Alfred Adrowitzer	
Innsbruck	Tiroler Nachrichten	People's Party	1945		MDexSun	Ludwig Strickner	Leo Krismer	Dr. Hans. Kness
	Tiroler Tageszeitung	Independent	1945	41,500; Sat 47,000	MDexSun	Dr. Anton Klotz	Dr. Anton Klotz	Josef Moser
Bregenz	Vorarlberger Nachrichten	Independent	1945	22,500; Sat 23,500	MDexSun	Eugen Russ	Dr. Anton Russ	Eugen Russ

(Continued on Page 400)

Trinidad Guardian

Sunday Guardian

EVENING NEWS
Port of Spain, TRINIDAD,
British West Indies

. . . . Trinidad Guardian—mornings except Sunday ..... Circulation 41,731
Sunday Guardian ..... Circulation 59,807
Evening News—evenings except Sunday ..... Circulation 20,000

AUDITED CIRCULATION

. . . . Read by everybody in Trinidad, all income groups. Complete coverage and advertising penetration.

. . . . You can reach the entire market, without exception, by using newspapers of Trinidad Publishing Co., Ltd. at lowest cost per inch per thousand.

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DAILY NEWSPAPERS OF EUROPE—Continued

AUSTRIA—Continued

City	Publication	Political Affiliation	Established	Circulation	Issued	Editor	Responsible Editor	Manager
Bregenz—Cont'd	Vorarlberger Volksblatt	People's Party	1871		MDexSun	Dr. Eugen Breier	Walter Scheiner	B. Auer
				MONDAY PAPERS				
Vienna	Welt am Montag	Independent, Socialist	1946	170,500	Monday	Richard Nimmerrichter	Hans Herzog	Franz Förg
	Wiener Montag	Independent	1947	149,000	Monday	Josef Pav	Wilhelm Patuzzi	Wilhelm Kozak
Graz	Grazer Montag (Branch Edition of Wiener Montag, Vienna)		1947	47,500	Monday	Josef Pav	Wilhelm Patuzzi	Wilhelm Kozak
	Grazer Welt am Montag (Branch Edition of Welt am Montag, Vienna)		1946		Monday	Richard Nimmerrichter	Hans Herzog	Franz Förg
Klagenfurt	Welt und Sport am Montag Morgen	People's Party	1948		Monday	Dr. Josef Maier	Eduard Pust	Hermann Daniel

NOTE ON MONDAY PAPERS: Monday papers have all characteristics of dailies, which are not published on Mondays in Vienna, Graz and Klagenfurt.

NOTE ON PROPRIETOR: The political affiliation reveals the proprietor. Papers of the political parties are owned by the local party organizations or party-sponsored publishing companies, independent papers by private companies, and "Wiener Zeitung" by the Republic of Austria.

NOTE ON RESPONSIBLE EDITOR: According to the Austrian press law, every paper has to name a person responsible for its contents.

BELGIUM

City	Publication	Circulation	Adv. Rate Per Line	Editor	Manager
Brussels	La Derniere Heure	190,000		A. Volant	Marcel Brebart
	Le Drapeau Rouge	8,000	20-75	Rene Beelan	J. Terive
	La Lanterne	40,000		Dol Fenat	
	Het Laatste Nieuws	300,000		M. Stijns	J. Hoste
	Het Nieuws van den Dag	89,000		J. Jourdain	J. Duplat
	La Libre Belgique	180,000		V. Zeegers	P. Jourdain
	La Nation Belge	35,000		P. Neuray	M. Neuray
	Le Peuple	90,000	15-40	V. Larock	A. Houstaux
	Le Soir (14)	306,000		C. Breisdorff	Mlle. M. T. Rossel
	De Nieuwe Gids	150,000		J. Delafortrie	
	De Standard	15,000		De Smaele	De Smaele
	La Cite	35,000		M. Bastin	W. Ugeax
Antwerp	Echo de la Bourse	25,000		M. Henriquet	
	Gazet van Antwerpen	120,000	20-50	A. Somville	L. Meerts
	Het Handelsblad	50,000	25-30	J. Merck	H. de Kimpe
	La Matin	20,000	20	G. Desguin	Mme. P. de Cauwer
	De Nieuwe Gazet	25,000		J. Burton	
	Volksgazet	125,000	30	Ad. Molter	
Arlon	L'Avenir du Luxembourg	30,000		C. Decker	C. Decker
Charleroi	La Nouvelle Gazette	85,000		M. Evrard	M. Evrard
	Le Rappel	70,000	18	J. Valschaerts	J. Valschaerts
Eupen	Journal de Charleroi	50,000		Marius B. des Essarts	
Ghent	La Flandre Liberale	10,000		A. Behets	H. Liebaert
	Het Volk	150,000		R. Reyntjes	
	De Gentenaar	85,000	5	C. Klnoyskens	G. Vanhoucke
	Vooruit	55,000	30	G. Crommen	A. De Block
Hasselt	Het Belang van Limburg	43,000	25	H. Leynen	F. Theesen
Liege	La Wallonie	40,000	20	I. Delvigne	I. Delvigne
	La Gazette de Liege	40,000		J. Demartean	J. Demartean
	La Meuse	200,000		H. Moers	F. E. Petit
	Le Monde au Travail	30,000			C. Rahier
Namur	Vers l'Avenir	30,000	18	M. Delforge	Baron de Thysebaert
Tournai	L'Avenir du Tournaisis	20,000	15-32	T. Rimbaut	T. Rimbaut
	Le Courrier de l'Escauit	20,000		L. Mallie	L. Mallie
Verviers	Le Courrier du Soir	7,000		W. Henrichs	W. Henrichs
	Le Jour	20,000		S. Dechene	S. Dechene

BULGARIA

(All press and publications are controlled by the Bulgarian Communist Party—BCP)

City	Newspaper (English Equivalent)	Established	Issued Circulation	Publisher	Language	Editor-in-Chief	Director
Sofia	Otechestven Front (Fatherland Front)	1943	(m ex. Mon.) 180,000	People's Assembly and Fatherland Front	Bulgarian	Stefan Stanchev	
	Rabotnichesko Delo (Workers' Cause)	1927	(m) 500,000	Central Committee, Communist Party	Bulgarian		G. Naydenov
	Zemedelsko Zname (Agricultural Banner)	1921	(m ex. Mon.) 40,000	Agrarian Union	Bulgarian	H. Traikov	
	Trud (Labor)	1945	(m ex. Mon.) 900,000	Trade Unions	Bulgarian	Bertha Karaola	N. Aleksiev
	Narodna Mladezh (People's Youth)	1948	(m ex. Mon.) 140,000	Youth Asso.	Bulgarian	Stefan Petrov	
	Vecherni Novini (Evening News)	1951	(e ex. Sun.) 100,000	Party, City People's and District Front Committees	Bulgarian	A. Todorov	
	Naroden Sport (People's Sport)	1944	(Mon. & Fri.) 50,000	Committee of Physical Culture	Bulgarian	Marin Vuzharov	
Ruse	Dunavska Pravda (Danubian Truth)	1950	(m ex. Mon.) 9,000	Party, Provincial People's and Front Committees	Bulgarian	T. Tsvetkov	
Burgas	Chernomorski Front (Black Sea Front)	1944	(m ex. Mon.) 6,000	Party, Provincial People's and Front Committees	Bulgarian	Jecok Tomov	
Varna	Stalinsko Zname (Stalin's Banner)	1950	(m ex. Mon.) 18,000	Party, Provincial People's and Front Committees	Bulgarian	S. Alexjew	
Plovdiv	Otechestven Glas (Fatherland's Voice)	1944	(m ex. Mon.) 20,000	Party, Provincial People's and Front Committees	Bulgarian	M. Mihailov	

CZECHOSLOVAKIA

(All press and publications are controlled by the Czechoslovak Communist Party—CCP).

City	Newspaper	Established	Circulation	Issued	Language	Editor-in-chief	Publisher
Prague	Lidova demokracie (People's Democracy)	1944	122,000	MDexMon	Czech	Rotislav Petera	Czechoslovak People's Party
	Mlada fronta (Youth Front)	1945	130,000	MDexMon	Czech	Vaclav Hajek	Union of the Czechoslovak Youth
	Obrana lidu (People's Defense)	1947	67,000	MDexMon	Czech	Adolf Hradecky	Ministry of National Defense
	Prace (Labor)	1945	480,000	MDexMon	Czech	Ladislav Zajac	Revolutionary Trade Union Movement
	Rude pravo (Red Justice)	1920	700,000	MD	Czech	Vladimir Koucky	Central Organ of the Communist Party
	Svobodne slovo (Free Word)	1945	122,000	MDexMon	Czech		Socialist Party
	Zemedelske noviny (Agricultural News)	1945	92,000	MDexMon	Czech	Jaroslav Smid	Ministry of Agriculture
	Vecerni praha (Evening Prague)	1954	60,000	EDexSun	Czech		Prague Regional-Trade Council
Brno	Rovnost (Equality)	1885		Twice a week	Czech	Svatopluk Turek	Regional Branch of the Communist Party
Ostrava	Nova svoboda (New Freedom)	1945	100,000	MDexMon	Czech	Lad. Technik	Regional Branch of the Communist Party
Bratislava	L'ud (The People)	1949	5,000	MDexMon	Slovak	Jozef Gajdosik	Slovak Rebirth Party
	Obrana l'udu (People's Defense)	1948	30,000	MDexMon	Slovak	Vladimir Kaspar	Slovak Ministry of National Defense
	Praca (Labor)	1947	110,000	MDexMon	Slovak	Lad. Zajac	Slovak Trade Union Council
	Pravda (Truth)	1920	250,000	MDexMon	Slovak	Milos Marko	Communist Party of Slovakia
	Uj Szo (New World)	1949	50,000	MDexMon	Hungarian	F. Denes	Revolutionary Trade Union Movement

DENMARK

(Compiled by Danish Audit Bureau of Circulations—Oplagstal for 2nd half 1956)

City	Name of Paper		Circulation	Pol.	Publisher, Editor, Man. director, Adv. manager
Aabenraa	Hejmdal	(e)	2,844	Liberal	Pb: A/S Dannevirke-Hejmdal Ed: Borge Larsen
Aalborg	Aalborg Amtstidende	(m)	22,401	Liberal	Pb: V. & M. Lassens efterk.
		(s)	23,712	Liberal	Ed: A-Juhl Andersen (ansv.) Md: Axel Petersen Am: Elmer Larsen
	Aalborg Stiftstidende	(m)	36,258	Independent	Pb: A/S Aalborg Stiftstidende
		(s)	65,872		Ed: Alf Schiøtz-Christensen
	Ny Tid	(m)	11,383	Social Democrat	Ed: Arne Ejby Ernst
		(s)	13,746		Md: Ole Sørensen
Aarhus	Aarhus Amtstidende	(m)	10,753	Liberal	Pb: A/S Aarhus Amtstidende Ed: Jakob Martin og Rolf Houghstrup
	Aarhuus Stiftstidende	(e)	46,133	Conservative	Pb: Aarhuus Stiftstidende Akts.
		(s)	78,409		Ed: Erik Schmidt (ansv.) Helge Jensen Md: Arne Møller Nielsen
	Demokraten	(e)	16,953	Social Democrat	Ed: Frede Højmark
		(s)	20,201		Md: E. Seidelin
	Jyllands-Posten	(m)	68,012	Conservative	Pb: Jyllands-Posten A/S
		(s)	143,763		Ed: L. Egeberg
Copenhagen	Aftenbladet	(e)	21,070	Independent	Ed: [illegible] Baerentzen, G. Lundenriksen (ansv.) Poul Ifversen
	Berlingske Aftenavis (6)	(e)	24,676	Conservative	Pb: I/S Berlingske Tidende Ed: Terkel M. Terkelsen, Svend Aage Lund, Otto Fog-Petersen (ansv.) Md.: P. Andersen Am: Jens Enner
	Berlingske Tidende (6)	(m)	159,886	Conservative	Pb: I/S Berlingske Tidende
		(s)	298,329		Ed: Terkel M. Terkelsen, Sv. Aa. Lund, Axel Moos (ansv.) Md: P. Andersen Am: Jens Enner
	B. T. (6) (Noon)	(e)	121,050	Conservative	Pb: I/S Berlingske Tidende Ed: Carl Th. Jensen Md: P. Andersen Am: Jens Enner
	Dagens Nyheder	(m)	27,905	Conservative	Pb: Nationaltidende A/S
		(s)	57,715		Ed: Jens Søltoft-Jensen (ansv.); Poul Møller; Eigil Steinmetz Md: E. Weilskov
	Ekstrabladet (20)	(e)	73,260	Liberal	Pb: A/S Dabgl. Politiken Ed: Ole Caving (ansv.), Leif B. Hendil, Kai Schou Md: Orla Rode

DAILY NEWSPAPERS OF EUROPE—Continued

DENMARK—Continued

City	Name of Paper		ABC-circ.	Pol.	Publisher, Editor, Man. director, Adv. manager
Copenhagen—Cont'd	Information	(e)	24,479	Independent	Pb: Selvejende institution Ed: Børge Outze (ansv.), Erik Seidenfaden
	Kristeligt Dagblad	(m)	16,552	Independent	Pb: A/S Kristeligt Dagblad Ed: Edv. Petersen Md: Harry Olsen Am: Lilly Rasmussen
	Land og Folk	(m) (s)	12,966 22,289	Communist	Pb: Foreningen Folkepressen Ed: Martin Nielsen
	Politiken (20)	(m) (s)	148,072 273,005	Liberal	Pb: A/S Dagbl. Politiken Ed: Niels Hasager (ansv.), Poul Graae, Hakon Stephensen Md: Oria Rode Am: Mogens Kaarde
	Social-Demokraten	(m) (s)	40,933 62,984	Social Democrat	Ed: Pader Tabor (ansv.), Preben Wilmann Md: A. Christoffersen Am: Erik Rye
Esberg	Vestjyden	(m)	5,261	Social Democrat	Ed: L. Kümmel Md: Sigurd Borch
Fredericia	Frit Folk	(e)	2,261	Social Democrat	Ed: Hans Jensen Md: H. P. Marcussen
	Vestkysten	(e)	36,399	Liberal	Pb: A/S De sydvestjydske Vensfrepresse Ed: Knud Ree Md: G. Ulrik
Haderslev	Dannevirke-Hejmdal	(e)	11,622	Liberal	Pb: A/S Modersmaalet Ed: A. Søchting Md: N. Th. Thomsen
Herning	Herning Folkeblad	(e)	10,742	Liberal	Pb: A. R. & H. Bendixsen Ed: A. R. Bendixsen (ansv.), og H. Bendixsen
Hillerod	Frederiksborg (Amt. Avis)	(e) (s)	22,381 23,635	Liberal	Pb: I/S De Bergske Blade Ed: H. Brix (ansv.), H. Lübecker Am: Helga Petersen
	Nordsjaellands Social-Demokrat	(e)	7,197	Social Democrat	Ed: Frede Ledet Md: Aage Koch Pedersen
Hjorring	Vendsyssel Tidende	(e) (s)	25,168 27,617	Liberal	Pb: A/S Vendsyssel Tidende Ed: Ejnar Gierup Md: J. G. Henriksen
Holbaek	Holbaek Amts Venstreblad	(e)	9,614	Radical Liberal	Ed: H. Monrad Hansen (ansv.), og Viggo Knudsen Md: C. B. Schaegelberger
	Holbaeck Amtstidende	(e)	6,776	Liberal	Pb: A/S Holbaek Amstidende Ed: J. Antonsen (ansv.) Md: A. Mohr
Holstebro	Holstebro Dagblad	(e)	9,421	Liberal	Pb: I/S De Bergske Blade Ed: C. Eliassen Md-Am: K. V. Andersen
	Amts-Bladet	(m)	5,438	Social Democrat	Ed: J. Sehested Grove Md: Poul Laursen
Horsens	Horsens Folkeblad	(e)	15,396	Liberal	Pb: A/S Horsens Folkeblad Ed: N. Chr. Christensen (ansv.) og Martin Ravn Md-Am: E. Nielsen
	Horsens Social-Demokrat	(e)	4,224	Social Democrat	Ed: Sophus Rasmussen Md: H. I. Hansen
Kalundborg	Kalundborg Folkeblad	(m)	9,501	Liberal	Pb: A/S Kalundborg Folkeblad Ed: S Rasmussen Am: M. B. Holm
Koge	Ostsjaellands Folkeblad	(e)	10,191	Independent	Pb: K. & E. Svarre Ed: K. & E. Svarre Md: Ejner Svarre Am: Harald Jensen
Kolding	Kolding Folkeblad	(e)	16,549	Liberal	Pb: I/S De Bergske Blade Ed: V. Behrens Am: B. Hasselager
	Jydske Tidende	(m) (s)	28,073 34,793	Conservative	Pb: A/S Jydske Tidende Ed: Andreas Sørensen Md: Johs. Ejler
	Tidens Tegn	(e)	2,646	Social Democrat	Ed: Soren M. Jensen Md: Alex Hansen
Middlefart	Middlefart Venstreblad	(-)	5,403	Radical Liberal	Pb: Aktieselskabet Middlefart Venstreblad Ed-Md: Johs. Nygård
Naestved	Naestved Tidende	(m)	18,763	Liberal	Pb: A/S Naestved Tidende Ed: Asger Olsen Md: Vilh. Larsen Am: Kay Larsen
	Sydsjaellands Social-Demokrat	(e)	8,781	Social Democrat	Ed: J. Ragne Md: H. K. Michaelsen
Nakskov	Lollands Tidende	(e)	8,680	Liberal	Pb: A/S Lollands Tidende Ed: Einar Jacobsen Md: A. Thordrup
	Ny Dag	(e)	3,663	Social Democrat	Pb: Social Demokratik Foreninger Ed: Carl Emil Hansen Md: Villy Christiansen Am: Casper Eliasen
Nykøbing F.	Lolland-Falsters Folketidende	(e)	9,978	Liberal	Ed: Gunhild Bork Md: Ole Bork
	Lolland-Falsters Stiff Tidende	(e)	3,061	Conservative	Pb-ed: Olaf Rasmussen
	Lolland-Falsters Venstreblade	(m)	4,659	Radical Liberal	Pb: De lolland-falsterske Venstreblade Ed: Max Ibenfeldt
	Ny Dag Samlet for Lolland Samlet for Falster	(e)	10,198 7,052 3,146	Social Democrat	Ed: (for Nykøbing F.) Jørgen Røjle
Nykøbing M.	Mørso Folkeblad	(m)	6,895	Liberal	Pb: Mørso Folkeblad, A.m.b.a. Ed: Mads Hansen Md: Poul Madsen
Odense	Fyens Stiftstidende	(e) (s)	28,974 35,008	Conservative	Pb: Lily Dreyer Ed: Knud Secher Md: Erik Andersen Am: B. Ranning
	Fyns Social-Demokrat	(e) (s)	13,904 11,529	Social Democrat	Ed: Hans Nielsen Md: Georg Brumvig
	Fyns Tidende	(m) (s)	34,738 65,449	Liberal	Pb: A/S Fyns Tidende Ed: S. P. Qvist (ansv.), Knud Madsen
Randers	Randers Amtsavis	(e)	14,521	Conservative	Pb: Fa J. M. Elmenhoff & Søn Ed: P. Elmenhoff Winge (ansv.), Anders L. Thomassen Md: Jens Randrup
	Randers Dagblad	(e)	11,007	Liberal	Ed: Axel Rye Md: Otto Rye
	Social-Demokraten for Randers og Omegn	(e)	6,619	Social Democrat	Ed: Herluf Christiansen Md: Kurt Christensen
Ringkjøbing	Ringjøbing Amts Dagblad	(e)	12,550	Liberal	Pb: I/S De Bergske Blade Ed: Holger Sørensen
Ringsted (Sorø, Haslev)	Folketidende	(-)	8,766	Liberal	Pb: A/S Folketidendes Bogtrykkeri Ed: Aljr. Winther Md-am: H. Christensen
Ronne	Bornholmeren	(e)	6,038	Social Democrat	Ed: H. Larsen-Bjerre Md: Gunnar Olsen
	Bornholms Tidende	(e)	6,533	Liberal	Ed: Erling Brøndum Md: Vald. Pedersen
Roksilde	Roskilde Tidende	(e)	10,941	Radical Liberal	Pb: A. & J. Odense Ed: Tage Nielsen Md: A. & J. Odense
Silkeborg	Aften-Posten	(e)	4,428	Social Democrat	Ed: Hans Rishøj Md: J. Chr. Pedersen
	Silkeborg (& Kjellerup) Avis	(e)	14,103	Liberal	Pb: S. & K. Sorensen Ed: Sv. Sorensen Md: Kaj Sørensen Am: K. Korsgaard
Skive	Skive Folkeblad	(e)	10,611	Radical Liberal	Ed: Elin Hansen Md: P. Schou
Slagelse	Sjaellandsposten	(e)	7,243	Social Democrat	Ed: J. U. Christiansen Md: E. Brask
	Soro Amtstidende	(e)	20,046	Liberal	Pb: A/S Sorø Amtstidende Ed: Erhardt Larsen Md: E Elboth Am: E. Preman
Sonderborg	Sonderjyden	(e)	7,432	Social Democrat	Ed: Bjerregaard Jessen
Svendborg	Svendborg Avis	(m)	11,694	Liberal	Pb: Svendborg Avid A/S Ed: P. C. Jacobsen Md: Jens Madsen Am: Jens Madsen
	Sydfyn	(e)	2,668	Social Democrat	Ed: Villy Andersen Md: Egon Christiansen
Thisted	Thisted Amts Tidende	(e)	9,396	Liberal	Pb: I/S De Bergske Blade Ed: J. J. Lustrup Md: Chr. Jensen
Vejle	Frit Folk	(e)	3,792	Social Democrat	Ed: Oluf Pedersen Md: C. G. Møller
	Vejle Amts Folkeblad	(e)	21,980	Liberal	Pb: Vejle Amts Folkebl. A/S Ed: G. Skytte Nielson Md: Poul Jensen
Viborg	Viborg Stifts Folkeblad	(e)	11,831	Liberal	Pb: I/S De Bergske Blade Ed: Th. Wellejus Md: H. Sjodt

FINLAND

Place of Publication	Name of Newspaper	Political Affiliation	Editor in Chief
Hämeenlinna	Hämeen Kansa	SD	M. A. Pelkonen
	Hämeen Sanomat	I	Leo Halla
Hamina	Kymen Sanomat	A	E. Haapaniemi
Helsinki	Helsingin Sanomat	IL	Yrjö Niiniluoto
	Ilta-Sanomat	IL	Teo Mertanen
	Kansan Uutiset	PDL	Jarno Pennanen
	Kauppalehti	I	V. A. Aurio
	Maakansa	A	Pentti Sorvali
	Maaseudun Tulevaisuus	I	Onni Koskikallio
	Suomen Sosialidemokraatti	SD	Atte Pohjanmaa
	Uusi Suomi	C	E. Petäjäniemi
Iisalmi	Iisalmen Sanomat	A	Lauri Kumala
Joensuu	Karjalainen	C	Veikko Pekkarinen
	Karjalan Maa	A	V. Pirilä
Jyväskylä	Jyvaskylan Sanomat	C	K. Sorjonen
	Keskisuomalainen	A	M. E. Juusela
	Työn Voima	SD	Olavi Hurri
Kajaani	Kainuun Sanomat	A	Otso Kukkonen
	Kajaani	C	M. Auvinen
Kemi	Pohjolan Sanomat	A	Veli Siikala
Kokemäki	Lalli	A	Iivari Kajanto
Kokkola	Kokkola	I	Olli Järvinen
	Keskipohjanmaa	A	J. Routsala
Kotka	Etelä-Suomi	C	Oskari Suomela
Kouvola	Kouvolan Sanomat	I	Irma Seppänen (acting)
Kuopio	Savo	C	Paavo Eerikäinen
	Savon Sanomat	A	Eero Lappalainen
Lahti	Etelä-Suomen Sanomat	I	Fr. Keränen
	Lahti	C	A. V. Mattila
Lappeenranta	Etelä-Saimaa	A	Johannes Harjula
	Kansan Työ	SD	Reino Kaatonen
Mikkeli	Karjala	I	Jori Ilanko
	Länsi-Savo	I	A. A. Tienheimo
	Vapaus	SD	Alpo Tiitinen
Oulu	Kaleva	IL	Valde Näsi
	Kansan Tahto	PDL	Niilo Nikkilä
	Liitto	A	J. Poutanen
	Pohjolan Työ	SD	Taisto Honkanen
Pori	Satakunnan Kansa	C	J. V. Ilikka
	Uusi Aika	SD	Vilho Rantanen
Rauma	Länsi-Suomi	C	Kauko Vahe
Rovaniemi	Lapin Kansa	A	Martti Suontila
Savonlinna	Itä-Savo	A	V. Valtonen
Tampere	Aamulehti	C	Jaakko Hakala
	Kansan Lehti	SD	A. Tuominen
Turku	Turun Paivalehti	SD	Rafael Paasio
	Turun Sanomat	P	Weikko Puro
	Uusi Aura	C	S. Talvitie
	Uusi Päivä	PDL	Lauri Orell
Vaasa	Ilkka	A	Artturi Leinonen
	Vassa	C	Ilmari Laukkonen
Swedish language papers:			
Abo	Abo Underrättelser	Sw	Sigurd Portin
Ekenäs	Västra Nyland	Sw	Frank Jernström
Gamlakarleby	Österbottningen	SW	Joel Granvik
Helsingfors	Hufvudstadsbladet	Sw	Egidius Ginström
	Ny Tid	PDL	Mikael Romberg
	Svenska Demokraten	SD	Gunnar Henriksson
	Nya Pressen	Sw	Axel Grönvik
Jakobstad	Jakobstads Tidning	Sw	A. I. Hulden
Vasa	Vasabladet	Sw	Edvin Sundqvist

Parties: P—Progressive Party. I—Independent. PDL—People's Democratic League. A—Agrarian Union Party. Sw—Swedish Party. C—Conservative Party. SD—Social Democrat Party. IL—Independent Liberal

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DAILY NEWSPAPERS OF EUROPE—Continued

FRANCE

Newspaper	Circulation	Editor	Managing Director
PARIS MORNING PAPERS			
L'Aurore	490,000	H. Forissier, D. Pado, Leon Treich	R. Lazurick
Combat	58,000	J. Fabiani	H. Smadja
Le Figaro	510,000	L. Gabriel-Robinet	P. Brisson
Paris Journal	95,000	G. Altman	E. Péju
L'Humanité	210,000	M. Stil	M. Cachin
Libération	115,000	M. Fourrier, A. Sauger	E.d'Astier de la Vigerie and G. E. Vallois
Le Parisien Libéré	900,000	J. Forgue	Cl. Bellanger
Le Populaire	15,000	M. Parpais	P. Herbaut and A. Naegelen
Les Echos	42,000	J. Rozner	R. and E. Servan-Schreiber
PARIS EVENING PAPERS			
La Croix	155,000	Rev. P. E. Gabel	J. Matheron
France-Soir	1,350,000	C. Gombault, S. Cohen	P. Lazareff
Le Monde	200,000	A. Chenebenoit	H. Beuve-Mery
Paris-Presse L'Intransigeant	180,000	M. Corre, R. Maine, J. P. Castle	H. Massot
L'Information	60,000	M. Fleury, J. Clouzet, M. Duthil	A. Bollack
ENGLISH LANGUAGE (MORNING)			
New York Herald Tribune	60,000	E. Hawkins	W. Weeks, Jr.
AISNE (DEPT.)			
LAON			
Le Dépêche de l'Aisne (formerly L'Aisne Matin)	32,000	R. Bruneteau	J. Bruneteau
ALLIER (DEPT.)			
MONTLUÇON			
Le Centre Républicain	26,000	R. Rivière	R. Rivière
ALPES-MARITIMES (DEPT.)			
NICE			
L'Espoir de Nice	30,000	C. Bouqueret	M. Bavastro
Nice-Matin	110,000	C. Bouqueret	M. Bavastro
Le Patriote de Nice	29,000	G. Tabaraud	G. Magnaldi
CANNES			
Cannes-Midi	2,000	P. Reboux	P. Maestroni
ARDENNES (DEPT.)			
CHARLEVILLE			
L'Ardennais	32,000	F. Vallaud	P. Tainturier
AUBE (DEPT.)			
TROYES			
Est-Eclair	21,000	J. Bruley	J. Bruley
Indépendant de l'Aube	5,000	L. Gerold	A. Valton
Libération-Champagne	30,000	Y. Lavoquer	Y. Lavoquer
AVEYRON (DEPT.)			
RODEZ			
Le Rouergue Républicain	16,000	R. Nadal	G. Rucheton
BOUCHES-DU-RHÔNE (DEPT.)			
MARSEILLE			
La Marseillaise	90,000	M. Carasso	M. Guizard
Le Méridional	107,000	P. M. Train	M. Berghery
Le Provençal	205,000	L. Bancal	H. Manicacci
Le Soir	3,000	L. Bancal	H. Manicacci
CALVADOS (DEPT.)			
CAEN			
La Liberté de Normandie	8,000	P. Moisy	P. Moisy
CANTAL (DEPT.)			
AURILLAC			
Le Cantal Indépendant	3,500	R. Armand	R. Armand
CHARENTE (DEPT.)			
ANGOULÊME			
La Charente Libre	30,000	M. Hamart	P. Bodet
CHER (DEPT.)			
BOURGES			
Le Berry Républicain	41,000	P. Jacquet	M. Caron, G. Morel-Fourrier
COTE D'ÔR (DEPT.)			
DIJON			
Le Bien Public	39,000	R. Prétet	Baron L. Thenard, F. Bacot
La Bourgogne Républicaine	39,000	J. Bouhey	P. Brantus
DORDOGNE (DEPT.)			
PÉRIGUEUX			
La Dordogne Libre	6,000	J. Babayon	V. Bouaquet
DOUBS (DEPT.)			
BESANCON			
Le Comtois	30,000	A. Houtin	A. Houtin
La République de Besançon	31,000	L. Keyser	H. de Moustier
EURE-ET-LOIRE (DEPT.)			
CHARTRES			
L'Echo Républicain	29,000	R. Rouille	G. Lavigne
FINISTERE (DEPT.)			
MORLAIX			
Le Télégramme de Brest	105,000	G. Collinet	M. Coudurier
GIRONDE (DEPT.)			
BORDEAUX			
Sud-Ouest	330,000	J. Lemoine	J. Lemoine
La Nouvelle République	120,000	J. Belaubre	A. Beyler
HAUTE GARONNE (DEPT.)			
TOULOUSE			
La Dépêche du Midi	300,000	M. Marc and J. Barsalou	J. Baylet and L. Caijolle
HAUTE-LOIRE (DEPT.)			
LE PUY			
L'Eveil	5,500	L. Rabaste	A. Alalain
Le Quotidien	2,500	M. Tingaud	L. Sagnol
HERAULT (DEPT.)			
MONTPELLIER			
Le Midi Libre	170,000	J. Chautemps	M. Bujon
ILLE-ET-VILAINE (DEPT.)			
RENNES			
Ouest-France	570,000	Y. Le Dantec	P. Hutin-Desgrées
INDRE-ET-LOIRE (DEPT.)			
TOURS			
La Nouvelle République du Centre Ouest	240,000	R. Kistler	P. Archambault
ISERE (DEPT.)			
GRENOBLE			
Les Allobroges	90,000	J. Chignol	J. Coin
Le Dauphiné Libéré	340,000		L. Richerot
LOIRE (DEPT.)			
ST. ETIENNE			
La Dépêche	70,000	E. Chacornac	H. Bonche
L'Espoir	55,000	H. Missire	H. Bonche
Le Patriote	50,000	J. Chignol	J. Coin
La Tribune Républicaine	85,000	M. Soulié	P. Soulié
LOIRE-MARITIME (DEPT.)			
NANTES			
L'Eclair	28,000	H. Bouyer	A. Morice
La Resistance de l'Ouest	85,000	A. Davaine	
LOIRET (DEPT.)			
ORLEANS			
La République du Centre	65,000	R. Secretain	R. Secretain P. Carré
LOT-ET-GARONNE (DEPT.)			
AGEN			
Le Petit Bleu de l'Agenais	12,000	A. Drozin	A. Drozin
MAINE-ET-LOIRE (DEPT.)			
ANGERS			
Le Courrier de l'Ouest	98,000	R. Guillier	P. Fleury and A. Blanchoin
MANCHE (DEPT.)			
CHERBOURG			
La Presse de la Manche	20,000	M. J. Guistiniani	M. J. Guistiniani
MARNE (DEPT.)			
REIMS			
L'Union de Reims	146,000	C. Guggiari	C. Guggiari
CHALONS			
L'Union Républicaine	6,000	G. Titon	J. Taittinger
HAUTE-MARNE (DEPT.)			
CHAUMONT			
Le Haut-Marnais Républicain	11,000	A. Bugnicourt	R. Dubreuil
La Haute-Marne Libérée	24,000	G. Bletner	G. Bletner
MEURTHE-ET-MOSELLE (DEPT.)			
NANCY			
L'Est Républicain	240,000		L. Chadé
MORBIHAN (DEPT.)			
VANNES			
La Liberté du Morbihan	25,000	P. C. Chenailler	P. C. Chenailler

Le Parisien libéré

THE FIRST FRENCH MORNING DAILY

CIRCULATION : MORE THAN

900.000

80.50%

OF THE CIRCULATION IN PARIS AND SURROUNDINGS

DAILY NEWSPAPERS OF EUROPE—Continued

FRANCE—Continued

Newspaper	Circulation	Editor	Managing Director
MOSELLE (DEPT.)			
METZ			
Le Courrier de Metz	21,500	R. Jager	J. Regler and C. Flunkert
Le Républicain Lorrain	170,000	V. Demange	Marguerite Puhl-Demange
NIEVRE (DEPT.)			
NEVERS			
Le Journal du Centre	43,000	J. Lhospied	J. Lhospied
NORD (DEPT.)			
LILLE			
La Croix du Nord	33,000	R. Florio	R. Florio
La Liberté	62,000	J. Estager	A. Ramette
Nord-Eclair	72,000	E. Caudron	J. Demey
Nord-Matin	170,000	J. Lechantre	A. Laurent
La Voix du Nord	340,000	R. Décout	R. Vandenbroeck, R. Décout
DUNKERQUE			
Le Nouveau Nord	29,000	J. Gossin	R. Taccoen
OISE (DEPT.)			
BEAUVAIS			
Oise-Matin	34,000	M. Rouzier	R. Hersant
Oise Libéré	20,000	A. Bonnard	R. Sené
PAS-DE-CALAIS (DEPT.)			
ARRAS			
Libre Artois	5,000	G. Robert	G. Robert
BOULOGNE-SUR-MER			
Le Journal du Pas-de-Calais	14,000	M. Chombart	G. de Sars Le Comte
CALAIS			
Le Nord Littoral	20,000	A. Meney	E. Boutté
PUY-DE-DÔME (DEPT.)			
CLERMONT-FERRAND			
La Montagne	150,000	J. A. Pourtier	F. Fabre
La Liberté du Massif Central	66,000	J. P. Douasse	C. Sabot
BASSES-PYRENEES (DEPT.)			
PAU			
Eclair des Pyrénées	21,000	Y. Butel	G. Lanusse-Cazale
La Quatrième République des Pyrénées	20,000	A. Bordelongue	A. Bordelongue
HAUTES-PYRÉNÉES (DEPT.)			
TARBES			
La Nouvelle République	20,000	J. Gaits	J. Gaits
PYRÉNÉES ORIENTALES (DEPT.)			
PERPIGNAN			
L'Indépendant	55,000	P. Chichet	P. Chichet and G. Brousse
BAS-RHIN (DEPT.)			
STRASBOURG			
Dernières Nouvelles d'Alsace	140,000	J. Knittel	R. Royer
L'Humanité d'Alsace et de Lorraine	14,000	G. Heumann	A. Roeslin
Le Nouvel Alsacien	38,000	A. Irjud	E. Zimmermann
La Presse Libre	7,000	A. Brandt	E. Haegel
HAUT-RHIN (DEPT.)			
COLMAR			
Le Nouveau Rhin Francais	30,000	M. Jacob	M. Jacob
Dernières Nouvelles du Haut-Rhin	22,000	M. Felsenstein	M. Felsenstein
MULHOUSE			
L'Alsace	94,000	H. Hausherr	R. Hillmeyer
RHONE (DEPT.)			
LYONS			
Echo-Liberté	56,000	H. Amoretti	H. Arnaud
Le Progrès de Lyon	375,000	M. G. Rivière	E. Bremond
La République de Lyon	44,000	J. Chignol	J. Coin
Le Journal du Soir	24,000	H. Arnaud	H. Arnaud
SAONE-ET-LOIRE (DEPT.)			
CHALON-SUR-SAONE			
Le Courrier de Saône-et-Loire	22,000	R. Pretet	R. Pretet
MACON			
Petit Maconnais	10,000	M. Moutos	(Gen. Man.) M. Mrunschwig
SARTHE (DEPT.)			
LE MANS			
Le Maine Libre	52,000	P. M. Train	G. de Véricourt
SEINE-MARITIME (DEPT.)			
HAVRE			
Havre Libre	36,000	A. Fatras	R. Mayer
Le Havre	20,000	H. Bruhier	F. Tourres and A. Neufinck
ROUEN			
Paris-Normandie	155,000	J. Chopart	P. R. Wolf
Le Progrès de Fécamp	3,000	R. Saunier	J. Auger
SOMME (DEPT.)			
AMIENS			
Le Courrier Picard	76,000	G. L. Collet	M. Catelas
TARN (DEPT.)			
MAZAMET			
La Montagne Noire	2,000	J. Boutes	J. Boutes
VAR (DEPT.)			
TOULON			
Le Petit Varois-La Marseillaise	22,000	F. Menghi	P. Argiolas
La République de Toulon et du Var	25,000	J. Bennett	L. Leenhardt and J. Delferre
VIENNE (DEPT.)			
POITIERS			
Le Libre Poitou	16,000	H. Viaux	H. Viaux
HAUTE-VIENNE (DEPT.)			
LIMOGES			
Le Courrier du Centre et Centre-Ouest	30,000		J. Picot
L'Echo du Centre	36,000	R. Constans	P. Jaidié
Le Populaire du Centre	52,000	R. Margerit	J. Clavaud
VOSGES (DEPT.)			
EPINAL			
La Liberté de l'Est	40,000	G. Chatelain	G. Chatelain
YONNE (DEPT.)			
AUXERRE			
L'Yonne Républicaine	39,000	G. Carré	G. Lalandre

GERMANY

(German Federated Republic)
(Bundesrepublik Deutschland—West Germany and West Berlin)

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Aachen (Rh.-Pf.)	Aachener Nachrichten	41,900	6	Ind.	Nachrichten Druck u Verlags GmbH.
	Aachener Volkszeitung	78,100	6	CDU	Verlag Schmitz, Maas, Hofmann u. Co. GmbH.
Aalen-Ellwangen, (Bad.)	Aalener Volkszeitung und Jagstzeitung	15,500	6	Ind	Schwabenverlag, A. G.
	Schwabische Post	15,500	6	Ind.	Süddeutscher Zeitungsdienst Druckerei u. Verlag GmbH.
Achim (Hann.)	Achimer Kreisblatt	5,200	6	Ind.	Joh. Oltmanns Buchdruckerei u. Verlag.
Ahlen (Westf.)	Ahlener Volkszeitung	4,800	6	CDU	Verlag E. Sommer.
Alfeld (Hann.)	Alfelder Zeitung	6,700	6	Ind.	Verlag Buchdruckerei P. Dobler.
Alsfeld (Hesse)	Oberhessische Zeitung	5,600	6	Ind.	Druck u. Verlag F. Ehrenklau.
Altena (Westf.)	Altenaer Kreisblatt	4,700	6	Ind	Buchdruckerei P. A. Santz
Ansbach	Fränkische Landesztg.	41,100	6	Ind.	Verlag Fränkische Landeszeitung GmbH.
Aschaffenburg (Bav.)	Main-Echo	53,400	6	Ind.	Verlag Main-Echo, Kirsch & Co. GmbH.
Augsburg	Schwäbische Landeszeitung	168,300	6	Ind.	Presse Druck u. Verlags GmbH.
Aurich (Hann.)	Ostfriesische Nachrichten	6,500	6	Ind.	Verlag A. H. F. Dunkman
Backnang	Backnanger Kreiszeitung	9,500	6	Ind.	Friedr. Stroh, Buchdruckerei u. Verlag
Baden-Baden (Bad.)	Badisches Tagblatt	29,800	6	Ind.	Verlag Badisches Tagblatt.
Balingen	Balinger Volksfreund	18,500	6	Ind.	Verlag Hermann Daniel
Bassum (Hann.)	Bassumer Anzeiger	1,200	6	Ind.	Buchdruckerei u. Verlag Herm. Gallmeier.
Bayreuth (Bav.)	Bayreuther Tagblatt	12,200	6	Ind.	Buchdruckerei u. Verlag Lorenz Ellwanger Inh. Albert Ellwanger.
	Fränkische Presse	35,400	6	Ind.	Julius Stegger & Co. GmbH.
Bendorf (Rh.-Pf.)	Bendorfer Zeitung	1,400	6	Ind.	Verlag Joh. Schwenkmezger.
Bensheim (Hesse)	Bergstrasser Anzeigeblatt	5,300	6	Ind.	Verlag Wilhelm Hezu. Co., GmbH.
Berlin	Der Abend	101,800	6	Ind.	Verlag Der Abend GmbH.
	Berliner Morgenpost	230,200	6	Ind.	Verlag Ullstein A. G.
	BZ	282,800	6	Ind.	Verlag Ullstein A. G.
	Der Kurier	35,100	6	Ind.	Verlagsgesellschaft Berliner Kurier GmbH.
	Nacht-depesche	58,400	6	Ind.	Telegraf Verlag GmbH.
	Der Tag	26,900	5	Ind.	Deutschland Verlag GmbH.
	Der Tagesspiegel	102,500	6	Ind.	Verlag "Der Tagesspiegel" GmbH.
	Telegraf	112,800	5	Ind.	Telegraf Verlag GmbH.
Berlin-Spandau	Spandauer Volksblatt	27,600	6	Ind.	Erich Lezinsky Verlag u. Buchdruckerei GmbH.
Beverfeld (Westf.)	Freie Presse	98,000	6	SPD	Verlag Phonix GmbH.
	Westfälische Zeitung	33,900	6	Ind.	Verlag J. D. Kuster Nacht.
	Westfalen-Zeitung	91,700	6	Ind.	Verlag Vereinigte Westfalen-Zeitungen GmbH.
Bietigheim (Bad.)	Enz.-u.-Metter-Bote	6,300	6	Ind.	Verlag Gläser u. Kimmerle
Bilterbeck	Bilterbecker Anzeiger	.....	6	CDU	Verlag M. Knüppel.
Borkelt (Westf.)	Bocholter-Borkener Volksblatt	10,900	6	CDU	Verlag J und A. Temming
Böblingen (Bad.)	Böblinger Bote	7,900	6	Ind.	Verlag Wilhelm Schlecht-'sche Buchdruckerei.
Bonn	Generalanzeiger	44,500	6	Ind.	Bonner Zeitungs-druckerei u. Verlagsanstalt, K. G. H. Neusser
Borken (Westf.)	Borkener Zeitung	6,300	6	CDU	Verlag J. Mergelsberg.
Bramstedt Bad.	Bramstedter Nachrichten	.....	6	Ind.	Verlag Kuno Paustian
Braunschweig (Hann.)	Braunschweiger Zeitung	129,600	6	Ind.	Verlag Eckensberger u. Co.
Bremen	Bremer Nachrichten	46,600	6	Ind.	Carl Schünemann.
	Weser-Kurier	104,400	6	Ind.	Verlag Weser-Kurier GmbH.
Bremen-Vegesack	Norddeutsche Volkszeitung	13,200	6	Ind.	Verlag Friedrich Pörtner K. G.
Bremerhaven	Nordsee-Zeitung	39,100	6	Ind.	Norddeutscher Verlag Ditze u. Co.
Bremervörde	Bremervörder Zeitung	5,600	6	Ind.	Verlag Bernhard Borghardt.
Brinkum über Bremen (Hann.)	Allgemeiner Kreisanzeiger	3,900	6	Ind.	Allgemeiner Kreisanzeiger W. Krieghoff.
Brunsbüttelkoog	Brunsbüttelkooger Zeitung	1,300	6	Ind.	Detlev-Hinz Buchdruckerei.
Bückeburg (Hann.)	Schaumburg-Lipp. Landeszeitung	3,100	6	Ind.	Verlag Grimmesche Hofbuchdruckerei.
Bühl (Bad.)	Acher-und-Bühler Bote	12,800	6	Ind.	Mittelbadischer Zeitungsverlag GmbH.
Burg (Sch-H.)	Fehmarnsches Tageblatt	2,800	6	Ind.	Verlag Gallus Huber.
Bürstädt	Bürstädter Zeitung	1,900	6	Ind.	Druckerei u. Verlag Franz Träger.
Burgdorf-Lehrte (Hann.)	Burgdorfer Kreisblatt	9,400	6	Ind.	Verlag W. Rumpeltin.
Burscheid (Westf.)	Bergische Volksbote	2,700	6	Ind.	Verlag Bergischer Volksbote.
Butzbach (Hesse)	Butzbacher Zeitung	5,000	6	Ind.	Butzbacher Zeitung Druckerei u. Verlag W. Gratzfeld.
Buxtehude (Hann.)	Buxtehuder Tageblatt	3,700	6	Ind.	Verlag A. Pockwitz Nach.
Calw (Bad.)	Calwer Tagblatt	8,300	6	Ind.	Paul Adolff-A. Oelschläger-'sche Buchdruckerei.
Celle (Hann.)	Cellesche Zeitung	17,900	6	Ind.	Schweiger und Pick.
Clausthal-Zellerfeld (Hann.)	Öffentliche Anzeigen für den Harz	3,700	6	Ind.	Verlagsanstalt Gustav Sauerbrey.
Coburg (Hann.)	Coburger Tageblatt	20,400	6	Ind.	Coburger Tageblatt P. Colbatsky.
Cloppenburg	Münsterl. Tageszeitung	10,300	6	Ind.	Druck u. Verlag, Herman u. Josef Imsiecke.
Coesfeld (Westf.)	Allgemeine Zeitung	6,500	6	CDU	Verlag J. Fleibig.
Cuxhaven (Hann.)	Cuxhavener Zeitung	5,700	6	Ind.	Verlag Alexander Gruter Nachf. K. A.
Darmstädt (Hesse)	Darmstädter Echo	50,200	6	Ind.	Verlag u. Druckerei GmbH.
	Darmstädter Tagblatt	19,000	6	Ind.	Verlag Darmstädter Tagblatt GmbH.
Delmenhorst (Westf.)	Kreisblatt	12,400	6	Ind.	Verlag Siegfried Rieck.
Detmold (Westf.)	Lippische Landeszeitung	22,500	6	Ind.	Lippische Zeitungsverlag GmbH.

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DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Diepholz (Hann.)	Kreisblatt	12,900	6	Ind.	Verlag Schröder u. Plenge.
Dietenheim	Illertal Bote	1,100	6	Ind.	Verlag Gebr. Ranz.
Dillenburg (Hesse)	Dill-Zeitung	10,900	6	Ind.	Verlag Buchdruckerei E. Weidenbach.
Dortmund (Westf.)	Ruhr-Nachrichten	184,800	6	Ind.	Verlag Ruhr-Nachrichten GmbH.
	Westdeutsches Tageblatt	28,000	6	Ind.	Westdeutscher Verlag GmbH.
	Westfälische Rundschau	246,400	6	Ind.	Westfälische Verlagsges mbH
Duderstadt (Hann.)	Südhannoversche Volkszeitung	3,100	6	Ind.	Südhannoversche Volkszeitung Georg Hövener.
Dülmen	Dülmener Zeitung	3,400	6	CDU	Verlag J. Horstmann.
Düren (Westf.)	Dürener Lokal-Anzeiger	.....	6	Ind.	Verlag Jakob Schiffer.
Dusseldorf (Westf.)	Düsseldorfer Nachrichten	49,300	6	Ind	Westdeutscher Zeitungsverlag GmbH.
	Der Mittag	54,000	6	Ind.	Droste Verlag u. Druckerei
	Spätausgabe Der Mittag	78,000	7	Ind.	Droste Verlag u. Druckerei
	Neue Rhein Zeitung	232,300	6	Ind.	Rhein-Westfälische Verlagsgesellschaft mbH.
	Rheinische Post	259,600	6	CDU	Rheinisch-Bergische Druckerei u. Verlagsges mbH.
Düsseldorf-Benrath (Westf.)	Benrather Tageblatt	5,000	6	Ind.	Verlag Tischler u. Schäffer.
Duisburg	Duisburger General-Anzeiger	25,400	6	Ind.	Carl Lange Verlag.
Eberbach (Bad.)	Stadt-u.-Landbote	2,700	6	Ind.	Buchdruckerei u. Verlag Wilhelm Krauth.
Eckernförde	Eckernförder Zeitung	.....	6	Ind.	Verlag J. C. Schwensen.
Einbeck	Morgenpost	5,300	6	Ind.	Verlag Heinrich Rüttgerodt
Emden (Hann.)	Rhein-Ems Zeitung	6,000	6	Ind.	Gerhard-Verlag.
Emsdetten	Emsdettener Volkszeitung	2,800	6	CDU	Verlag H. u. J. Lechte.
Eppingen	Eppinger Zeitung	2,300	6	Ind.	Buchdruckerei u. Verlag Heinrich Luz.
Erlangen	Erlanger Tagblatt	8,400	6	Ind.	Verlag Junge u. Sohn.
Eschwege (Hesse)	Werra-Rundschau	8,900	6	Ind.	Werra Verlag GmbH.
Essen	Neue Ruhr Zeitung	232,300	6	Ind.	Rheinisch-Westfälische Verlagsges mbH.
	Ruhr-Nachrichten	27,300	6	.....	Tageblatt Verlag GmbH.
	Westdeutsche Allgemeine	391,700	6	Ind.	Westdeutsche Allgemeine Verlagsges mbH.
Esslingen (Bad.)	Esslinger Zeitung	27,200	6	Ind.	Verlag Esslinger Zeitung GmbH.
Ettlingen (Bad.)	Ettlinger Zeitung	2,500	6	Ind.	Druckerei Alfred Graf.
Fellbach (Bad.)	Fellbacher Zeitung	4,300	6	Ind.	Verlagsdruckerei Conradi u. Co.
Flensburg	Flensborg Avis	16,000	6	Ind.	Flensborg Avis A.G.
	Flensburger Tageblatt	55,000	6	Ind.	Flensburger Zeitungsverlag GmbH.
	Südschleswigsche Heimatzeitung	10,000	6	.....	Südschleswigscher Verlag GmbH.
Frankenberg	Frankenberger Zeitung	3,000	6	Ind.	Buchdruckerei Franz Kahm.
Frankfurt	Abendpost	186,900	6	Ind.	Bintz-Verlag GmbH. u. Dohany Druck oHG.
	Frankfurter Allgemeine	199,000	6	Ind.	Verlag Frankfurter Allgemeine GmbH.
	Frankfurter Nachtausgabe	130,600	7	Ind.	Verlag Neue Presse GmbH.
	Frankfurter Neue Presse	109,600	6	Ind.	Verlag Neue Presse GmbH.
	Frankfurter Rundschau	116,000	6	Ind.	Druck u. Verlagshaus Frankfurt a.M. GmbH.
Freiburg (Bad.)	Badische Zeitung	83,500	6	Ind.	Badischer Verlag GmbH.
	Süd-West Rundschau	8,700	6	SPD	Ring Druck u. Verlag GmbH.
Freising (Bav.)	Freisinger Tagblatt	8,000	6	Ind.	Dr. Franz P. Datterer oHG.
Freudenstadt (Bad.)	Schwarzwald Zeitung, Der Grenzer	4,400	6	Ind.	Verlag Buchdruckerei Oskar Kaupert GmbH.
Friedberg-Bad Nauheim (Hesse)	Wetterauer-Zeitung	9,800	6	Ind.	Mittelhessische Druck u. Verlagsges mbH.
Füssen (Bav.)	Füssener Blatt	3,000	6	Ind.	B. Holdenried Buchdruckerei Inh. Kellers Erben.
Fulda (Hesse)	Fuldaer Volkszeitung	22,000	6	Ind.	Fuldaer Verlagsanstalt GmbH.
	Fuldaer Zeitung	23,700	6	Ind.	Verlag Parzeller u. Co. vorm. Fuldaer Aktiendruckerei.
Gaildorf (Bad.)	Der Kocherbote	3,300	6	Ind.	Buchdruckerei Hermann Schwend.
Gandersheim, Bad. (Hann.)	Kreisblatt	2,600	6	Ind.	Verlag C. F. Hertel.
Geislingen (Bad.)	Geislinger Zeitung	6,800	6	Ind.	Verlag Carl Maurersche Buchdruckerei.
Gelnhausen	Gelnhäuser Tageblatt	2,400	6	Ind.	Druckerei u. Verlag. F. W. Kalbfleisch.
Gelsenkirchen-Buer (Westf.)	Buersche Zeitung	13,400	6	Ind.	Verlag Buersche Druckerei GmbH.
Gerabronn-Hohenloher (Bad.)	Hohenloher Tagblatt	10,700	6	Ind.	Hohenlicher Druckerei u. Verlagshaus.
Gevelsberg (Westf.)	Gevelsberger Zeitung	7,400	6	Ind.	Verlag Phil. Baltin.
Giessen (Hesse)	Giessener Freie Presse	27,300	6	Ind.	Mittelhessische Druck-u. Verlagsgesellschaft mbH.
	Giessener Anzeiger	32,700	6	Ind.	Brühlsche Universitätsdruckerei.
Gifhorn (Hann.)	Aller-Zeitung	15,100	6	Ind.	Verlag Adolf Enke oHG. Buchdruckerei u. Zeitungsverlag.
Glückstadt (Schl.-H.)	Glückstadter Fortuna	.....	6	Ind.	J. J. Augustin Verlag
Göppingen (Bad.)	Neue Württembergische Zeitung	54,000	6	Ind.	Zeitungsverlags u. Druckhaus GmbH
Göttingen (Hann.)	Göttinger Tageblatt	34,700	6	Ind.	Verlag Gebr. Wurm.
Goslar (Hann.)	Goslarsche Zeitung	15,900	6	Ind.	Verlag Karl Krause.
Graben (Bad.)	Badische Hardt	3,200	6	Ind.	Verlag Badische Hardt J. Notheis
Gross Gerau (Hesse)	Heimatzeitung des Kreises Gross Gerau	5,900	6	Ind.	Druck u. Verlagshaus Phil L. Fink K. G.
Gummersbach (Westf.)	Oberbergische Volkszeitung	16,300	6	Ind.	Verlag Deutsche Glocke GmbH.
Hagen (Westf.)	Westfalenpost	113,300	6	Ind.	Verlag Westfalenpost GmbH.
Halle (Westf.)	Haller Kreisblatt	7,500	6	Ind.	Verlag Meyer u. Beckmann.
Hamburg	Bild-Zeitung	3,062,300	6	Ind.	Axel Springer u. Sohn.
	Hamburger Abendblatt	344,100	5	Ind.	Axel Springer u. Sohn.
	Hamburger Echo	54,300	6	Ind.	Hamburger Buchdruckerei u Verlagsanstalt "Auerdruck" GmbH.
	Hamburger Morgenpost	258,800	6	Ind.	Allgemeine Druckerei u. Presseverlags GmbH.
	Die Welt	2,000,900	6	Ind.	Die Welt Verlags GmbH.
Hamburg-Bergedorf	Bergedorfer Zeitung	12,200	6	Ind.	Verlag Bergedorfer Buchdruckerei von Ed. Wagner.
	Norddeutsche Nachrichten	10,700	6	Ind.	Kröger's Buch u. Verlagsdruckerei
Hamburg-Harburg	Harburger Anzeigen u. Nachrichten	19,600	6	Ind.	Verlag G. Luhmann C. Hergeröder's Nachf.
Hameln (Hann.)	Deister und Weserzeitung	20,300	6	Ind.	Verlag C. W. Niemeyer.
Hamm (Westf.)	Westfälische Anzeiger u. Kurier	33,800	6	Ind.	West. Heimatverlag GmbH.
Hanau (Hesse)	Hanauer Anzeiger	13,400	6	Ind.	Verlag Hanauer Anzeiger.
Hannover (Hann.)	Allgemeine Zeitung	117,400	6	Ind.	A. Madsack u. Co. Verlagsges mbH.
	Hannoversche Presse	154,400	6	Ind.	Hannoversche Druck u. Verlagsges GmbH.
	Norddeutsche Zeitung	42,500	6	Ind.	Norddeutsche Verlagsges mbH.
Hanover-Münden	Mündensche Nachrichten	2,900	6	Ind.	W. Klugkist, Inh. Bretz u. Guttzeit.
Harzburg, Bad.	Harzburger Zeitung	4,000	6	Ind.	Verlag H. O. Rosdorff, K.A.
Hattingen (Westf.)	Die Heimat am Mittag	18,400	6	Ind.	Verlag C. Hundt Sel. Wwe.
Hechingen (Bad.)	Hohenzollerische Zeitung	6,100	6	Ind.	Verlag Aug. Pretzl.
Heide (Schl.-H.)	Ditmarscher Landeszeitung	15,500	6	Ind.	West-Holsteinische Verlagsanstalt u. Verlagsdruckerei Boyens u. Co.
Heidelberg (Bad.)	Heidelberger Tageblatt	20,100	6	Ind.	Verlag Heidelberger Tageblatt GmbH.
	Rhein-Neckar Zeitung	66,500	6	Ind.	Verlag Rhein-Neckar Zeitung GmbH.
Heidenheim (Bad.)	Neueste Nachrichten	5,300	6	Ind.	Heidenheimer Neueste Nachrichten.
	Heidenheimer Zeitung	16,400	6	Ind.	Verlagsanstalt u. Buchdruckerei C. F. Rees, GmbH
Heilbronn (Bad.)	Heilbronner Stimme	57,200	6	Ind.	Verlag Heilbronner Stimme GmbH.
Herne (Westf.)	Herner Zeitung	7,100	6	Ind.	Verlag C. Th. Kartenberg, Inh. Th. Holtmann
Hersbruck	Hersbrucker Zeitung	5,200	6	Ind.	Karl Pfeiffers Druckerei u. Verlag.
Herzberg (Hann.)	Kreis-Zeitung	2,500	6	Ind.	G. F. Preiss, Inh. Erwin Jungier.
Hilden (Westf.)	Hildener Zeitung	.....	6	Ind.	Verlag Fr. Peters.
Hildesheim (Hann.)	Allgemeine Zeitung	26,800	6	Ind.	Verlag Gebr. Gerstenberg K.G.
Hofgeismar (Hesse)	Hofgeismarer Zeitung	1,000	6	Ind.	Verlag Paul Schulz Inh. Wilhelm Schulz.
Hohenlimburg (Westf.)	Neue Hohenlimburger Zeitung	1,800	6	Ind.	Verlag Wilhelm Schulte.
Holzminden (Hann.)	Tägliche Anzeiger	8,300	6	Ind.	Weserland Verlag.
Homberg (Kassel)	Kreisblatt für Fritzlar-Homberg	3,100	6	Ind.	Kreisblatt Verlag, Wiegand & Co., K. G.
Homburg v.d.H., Bad.	Der Taunusbote	4,900	6	Ind.	Dr. Alexander Krebs.
Horb	Neckar Chronik	3,900	6	Ind.	Verlag Paul Christian.
Husum	Nordfriesische Nachrichten	15,700	6	Ind.	Verlag Friedrich Petersen, Inh. C. Iselt
Ibbenbüren (Westf.)	Volkszeitung	7,500	6	Ind.	Ibbenbürener Vereinsdruckerei GmbH.
	Tecklenburger Kreisblatt	3,900	6	Ind.	Verlag Bernhard Scholten.
Idar-Oberstein (Rh.-Pf.)	Nachrichten	13,700	6	Ind.	Ferd. Harrach, K. G.
Immenstadt (Bav.)	Allgäuer Anzeigeblatt	12,100	6	Ind.	J. Eberl K. G.
Ingelheim (Rh.-Pf.)	Ingelheimer Zeitung	3,900	6	Ind.	Druckerei u. Verlag Karl Wolf, Inh. Ludwig Winternheimer.
Ingolstadt (Bav.)	Donau-Kurier	49,600	6	Ind.	Verlag Donau Kurier GmbH.
Iserlohn (Westf.)	Kreisanzeiger u. Zeitung	12,600	6	Ind.	Buchdruckerei u. Verlagsanstalt Rudolph Wichelhoven, K. G.
Itzehoe	Norddeutsche Rundschau	20,800	6	Ind.	Rundschau Druckerei u. Verlagsanstalt GmbH.
Jever (Hann.)	Jeversches Wochenblatt	5,900	6	Ind.	Verlag C. L. Mettcker u. Söhne.
Jork (Hann.)	Altländer Zeitung	1,600	6	Ind.	Verlag A. Pockwitz, Nachf. Karl Krause.
Kaiserslautern (Rh.-Pf.)	Pfälzische Volkszeitung	8,800	6	Ind.	Verlag Pfälzische Volkszeitung GmbH
Kappeln (Sch.-H.)	Schleibote	2,300	6	Ind.	Schleswig-Holsteinische Tagespost GmbH.
Karlsruhe (Bad.)	Badische Neueste Nachrichten	124,900	6	Ind.	Verlag Badendruck GmbH.
	Badische Volkszeitung	22,100	6	.....	Badenia, Verlag u. Druckerei A G.
Karlsruhe-Durlach	Durlacher Tageblatt	2,200	6	Ind.	Buchdruckerei Adolf Dups. K. G.
Kassel (Hesse)	Hessische Nachrichten	77,400	6	Ind.	Hessische Druck u. Verlagsanstalt GmbH.
	Kasseler Post	32,200	6	Ind.	Verlag Schneider u. Weber. K. G.
	Kasseler Zeitung	40,800	6	Ind.	Kasseler Druck u. Verlagshaus, GmbH.
Kehl	Kehler Zeitung	7,200	6	Ind.	Verlag A. Morstadt
Kellinghusen	Stör Bote	.....	6	Ind.	.....
Kempten (Bav.)	Der Allgäuer	70,100	6	Ind.	Allgäuer Heimatverlag GmbH.
Kettwig (Westf.)	Kettwiger Zeitung	2,500	6	Ind.	Verlag Paul Flothmann.
Kiel	Kieler Nachrichten	93,300	6	Ind.	Verlag Kieler Nachrichten GmbH.
	Schleswig-Holsteinische Volkszeitung	.....	6	Ind.	Verlag Haase Druck GmbH.
Kirchheim u. Teck (Bad.)	Der Teckbote	10,200	6	Ind.	A. Gottlieb u. J. Oswald Buchdruckereien.
Kirn (Rh.-Pf.)	Kirner Zeitung	1,500	6	Ind.	Verlag Fritz Föhlinger, Inh. L. S. Fröhlinger
Koblenz (Rh.-Pf.)	Rhein-Zeitung	176,000	6	Ind.	Mittelrhein Verlag GmbH.
Koln (Westf.)	Kölner Stadt-Anzeiger	163,000	6	Ind.	Verlag M. Du Mont Schauberg.
	Kölnische Rundschau	154,900	6	Ind.	Verlag Deutsche Glocke GmbH.
	Neue Rhein Zeitung	232,800	6	Ind.	Rhein-Westfälische Verlagsges mbH.
Konstanz (Bad.)	Südkurier	84,500	6	Ind.	Verlag Südkurier GmbH.
Korbach (Hesse)	Waldeckische Landeszeitung	13,900	6	Ind.	Verlag Wilhelm Bing, oHG.
Krefeld (Westf.)	Westdeutsche Zeitung	30,800	6	Ind.	Westdeutsche Zeitungsverlag GmbH.
Kulmbach (Bav.)	Bayerische Rundschau	10,800	6	.....	E. C. Baumann, K. G.
Kusel (Rh.-Pf.)	Kuseler Tageblatt	1,400	6	.....	Verlag Kuseler Tageblatt, oHG.
Lahr (Bad.)	Lahrer Anzeiger	5,100	6	Ind.	Lahrer Anzeiger GmbH, Druckerei u. Verlag
	Lahrer Zeitung	10,200	6	Ind.	Verlag Moritz Schauenburg
Lambrecht (Rh.-Pf.)	Talpost	1,200	6	.....	Edeldruck, Buchdruckerei A. Edel.
Lampertheim (Hesse)	Zeitung	3,400	6	Ind.	Verlag Karl Möck.
Landau (Rh.-Pf.)	Pfälzer Tageblatt	23,300	6	Ind.	Pfälzer Tageblatt Verlag GmbH.

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Landstuhl (Rh.-Pf.)	Landstuhler Zeitung	.....	6	Ind.	Verlagsdruckerei Ed Beau.
Lauenburg (Schl.-H.)	Lauenburgische Landeszeitung	2,900	6	Ind.	Verlag Gebr. Borchers.
Lauterbach (Hesse)	Lauterbacher Anzeiger	3,800	6	Ind.	Verlag Friedrich Ehrenklau.
Lauterberg (Bad.)	Bad Lauterberger Tageblatt	1,800	6	Ind.	Buchdruckerei C. Kohlmann.
Leer (Hann.)	Ostfriesen-Zeitung	24,700	6	Ind	Verlag Ostfriesen-Zeitung GmbH.
Leonberg (Bad.)	Kreiszeitung	9,500	6	Ind.	Verlag Lindenbergersche Buchdruckerei Willy Reichert
Leutkirch (Bad.)	Schwäbische Zeitung	113,400	6	Ind.	Schwäbischer Verlag K. G
Lilienthal (Hann.)	Wümme-Zeitung	3,400	6	Ind.	Buchdruckerei J. C. Meister.
Limburg (Hesse)	Nassauer Bote	9,700	6	Ind.	Verlag Limburger Vereinsdruckerei GmbH.
Lingen (Hann.)	Volksbote	3,100	6	Ind.	Verlag R. van Acken.
Lohr	Lohrer Zeitung	2,000	6	.....	Verlag C. Keller.
Ludwigsburg (Bad.)	Kreiszeitung	24,100	6	Ind.	Verlag Ungeheuer u. Ulmer, K. G.
Ludwigshafen (Rh.-Pf.)	General Anzeiger	6,000	6	Ind.	Rheinpfalz Verlag u. Druckerei GmbH.
	Die Rheinpfalz	169,500	6	Ind.	Rheinpfalz Verlag u. Druckerei GmbH.
Lübeck (Schl.-H.)	Freie Presse	13,800	6	SD	Lübecker Freie Presse GmbH.
	Nachrichten	83,700	6	Ind.	Lübecker Nachrichten GmbH.
Lüchow (Hann.)	Elbe-Jeetzel Zeitung	10,700	6	Ind.	Elbe-Jeetzel Verlag GmbH.
Lüdenscheid (Westf.)	Nachrichten	11,600	6	Ind.	Ludenscheider Verlagsgesellschaft W. Berg, K. G.
Lüdinghausen (Westf.)	Zeitung	6,300	6	CDU	Verlag A. Schnieder.
Lüneburg (Hann.)	Landeszeitung für die Luneburger Heide	18,600	6	Ind.	Verlagsgesellschaft Lüneburger Heide GmbH.
	Niedersächsischer Zeitung	98,800	6	Ind.	Niedersächsischer Zeitungsverlag GmbH.
Mainz (Rh.-Pf.)	Allgemeine Zeitung	99,500	6	Ind.	Mainzer Verlagsanstalt u. Druckerei, W. M. Rothe, K. G.
Mannheim (Bad.)	Allgemeine Zeitung für Nordbaden u. die Pfalz	28,100	6	SPD	Druckerei u. Verlags GmbH.
	Mannheimer Morgen	122,400	6	.....	Mannheimer Morgen, Verlagsges mbH.
Marbach (Bad.)	Zeitung	3,400	6	.....	Verlag Adolf Remppis.
Marburg (Hesse)	Oberhessische Presse	23,200	6	.....	Verlag Oberhessische Presse GmbH.
Marne (Sch.-H.)	Zeitung	2,800	6	Ind.	Verlag G. Probst, vorm. L. Altmüller.
Meinerzhagen (Westf.)	Zeitung	2,800	6	Ind.	Verlag Walther Kämper.
Meisenheim (Rh.-Pf.)	Allgemeine Anzeiger	3,100	6	Ind.	Verlag J. Feickert.
Melle (Hann.)	Meller Kreisblatt	4,300	6	Ind.	Verlag Bernhard Scholten, oHG.
Meisungen (Hesse)	Tageblatt	1,600	6	Ind.	Verlag A. Bernecker.
Memmingen	Zeitung	13,500	6	Ind.	Verlagsdruckerei GmbH.
Menden (Westf.)	Zeitung	1,900	6	Ind.	Verlag Mendener Zeitung GmbH.
Mergentheim (Bad.)	Tauber-Zeitung	5,900	6	Ind.	Verlag J. Thommsche Buchdruckerei
Mettmann	Die Niederbergische Mettmanner Zeitung	3,000	6	Ind.	Verlag Otto Kolp.
Metzingen	Metzinger-Uracher Volksblatt	6,600	6	Ind.	Georg Hauser.
Minden (Westf.)	Tageblatt	15,500	6	Ind.	J.C.C. Bruns.
M.-Gladbach (Westf.)	Westdeutsche Zeitung	17,600	6	Ind.	Westdeutscher Zeitungsverlag GmbH.
Mühlacker (Bad.)	Tagblatt	4,300	6	Ind.	Verlag Karl Elser, Inh. Dipl.-Kfm. E. Händle
München	Abendzeitung	92,100	6	Ind.	Verlag Abendzeitung GmbH.
	Munchner Merkur	167,200	6	Ind.	Munchner Zeitungsverlag, K. G.
	Suddeutsche Zeitung	208,700	6	Ind.	Suddeutscher Verlag GmbH.
Münsingen (Bad.)	Alb-Bote	5,100	6	Ind.	Verlag C. L. Baader.
Münster (Westf.)	Zeitung	52,200	6	Ind.	Verlagsgesellschaft C. J. Fahle, oHG.
	Westfalische Nachrichten	94,300	6	CDU	Verlag Westfalische Nachrichten GmbH.
Neckarsulm (Bad.)	Unterlander Volkszeitung	3,000	6	Chr.	Druck und Verlag Otto Welker
Neuenburg	Der Enztaler	5,000	6	Ind.	Verlag Fr. Biesinger
Neumünster (Schl.-H.)	Holsteinischer Courier	13,500	6	Ind.	Karl Wachholtz Verlag.
Neustadt (Coburg)	Tageblatt	2,500	6	Ind.	Verlag Colbatzky K. G.
Neustadt (Schl.-H.)	Neustadter Tageblatt	1,500	6	Ind.	Verlag H. Ehlers.
Nienburg (Hann.)	Die Harke	13,800	6	Ind.	Verlag J. Hoffmann u. Co.
Norden (Hann.)	Ostfriesischer Kurier	8,700	6	Ind.	Verlag Heinrich Soltau.
Nordenham (Hann.)	Kreiszeitung Wesermarsch	6,500	6	Ind.	Wilhelm Böning Buchdruckerei u. Verlag.
Nordeney (Hann.)	Badezeitung	1,300	6	....	Soltauische Buchdruckerei.
Northorn (Hann.)	Grafschafter Nachrichten	10,200	6	Ind.	Verlag Heinrich Kipu, A. Hellendorn
Northeim (Hann.)	Neueste Nachrichten	5,900	6	Ind.	Buchdruckerei Paul Hahnwald.
Nürnberg (Bav.)	8-Uhr-Blatt	73,500	6	Ind.	Noris Verlag GmbH.
	Fränkische Tagespost	22,000	6	SPD	Verlag Fränkische. Verlagsanstelt u. Buchdruckerei, GmbH.
	Nachrichten	171,600	6	Ind.	Nürnberger Presse; Drexel, Merkel u. Co.
	Zeitung	44,500	6	Ind.	Nordbayerische Verlags GmbH.
Nürtingen (Bad.)	Zeitung	11,800	6	Ind.	Verlag Senner-Druck, Gustav Senner.
Oberhausen (Westf.)	Ruhrwacht	19,500	6	Chr.	Vereinigte Verlagsanstalten GmbH.
Oberkirch (Bad.)	Renchtal-Zeitung	4,400	6	Ind.	Buchdruckerei Aug. Sturn, oHG.
Oberlahnstein (Rh.-Pf.)	Rhein-Post	12,300	6	Ind.	Verlag Fritz Nohr u. Söhne, K. G.
Oberndorf (Bad.)	Schwarzwälder Bote	79,400	6	Ind.	Verlag Schwarzwälder Bote, K. G.
Ochsenfurt	Ochsenfurter Zeitung	1.800	6	Ind.	Buchdruckerei Anton Weltz.
Ochtrup	Tageblatt fur den Kreis Steinfurt	2,100	6	CDU	Verlag K. Kirch.
Oeide (Westf.)	Die Glocke	36,000	6	CDU	Verlag E. Holterdorf.
Oeynhausen	Anzeiger u. Tageblatt	5,500	6	Ind.	Verlag Vereinigte Westfalen-Zeitungen GmbH.
Offenbach (Hesse)	Offenbach-Post	37,000	6	Ind.	Bintz-Verlag GmbH and Dohany Druck, oHG.
Offenburg (Bad.)	Tageblatt	30,000	6	Ind.	Verlag A. Reiff u. Cie.
Oldenburg (Schl.-H.)	Ostholsteinische Kreis-Rundschau	3,200	6	Ind.	Holsteinische Druck u. Verlag, A. G.
Oldenburg (Hann.)	Nordwest Zeitung	68,700	6	Ind.	Verlag Nordwest-Zeitung GmbH.
Oldesloe, Bad, (Schl.-H.)	Stormarner Tageblatt	5,300	6	Ind.	Verlag J. Schüthe
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Oppenheim (Hesse)	Rheinhessische Landeszeitung	6,500	6	Ind.	Verlag Wilhelm Traumüller
Osnabrück	Neue Tagespost	66,700	6	Ind.	Verlag Neue Tagespost, GmbH.
	Tageblatt	34,100	6	Ind.	Verlag Meinders und Elstermann (J. G. Kisling).
Osterholz-Scharmbeck (Hann.)	Kreisblatt	4,400	6	Ind.	Druckerei u. Verlag H. Saade.
Osterod	Kreis-Anzeiger	3,800	6	Ind.	Giebel u. Oehlschlagel, K. G.
Otterndorf (Hann.)	Niedereibe Zeitung	10,500	6	.....	Zeitungsverlag Hottendorff, K. G.
Paderborn (Westf.)	Westfälisches Volksblatt	18,700	6	Ind.	Verlag Westfälisches Volksblatt GmbH.
Pforzheim (Bad.)	Zeitung	28,200	6	Ind.	Pforzheimer Verlagsanstalt GmbH.
Pfullingen	Zeitung	1,500	6	Ind.	Verlag Willy Truchsess, Buchdruckerei
Pinneberg (Schl.-H.)	Holsteiner Nachrichten	12,200	6	Ind.	Verlag Koch, Beig, Heydorn und Prange.
Pirmasens (Rh.-Pf.)	Zeitung	14,300	6	Ind.	Verlag Adolf Deil, K. G.
Plettenberg (Westf.)	Süderländer Tageblatt	4,500	6	Ind.	Verlag O. Hundt, oHG.
Plön (Schl.-H.)	Ost-Holsteinisches Tageblatt	2,500	6	Ind.	Hermann Sönksens Druckerei u. Verlag.
Preetz (Sch.-H.)	Zeitung	1,500	6	.....	J. M. Hansen Druckerei u. Verlag.
Quakenbrück (Hann.)	Bersenbrücker Tageszeitung	.....	6	Ind.	Handelsdruckerei C. Trute.
Ratzeburg	Lauenburgische Zeitung	1,000	6	Ind.	Hans Baltz, K. G.
Recklinghausen (Westf.)	Ruhr-Nachrichten	14,600	6	CDU	Verlag Neueste Zeitung GmbH.
	Recklinghäuser Zeitung	36,000	6	Ind.	Verlagsdruckerei J. Bauer. K. G.
Regensburg	Mittelbayerische Zeitung	69,200	6	Ind.	Mittelbayerische Druckerei u Verlagsges. mbH.
Remscheid (Westf.)	General Anzeiger	20,300	6	Ind.	J. F. Ziegler, K. G.
Rendsburg	Tagespost	22,100	6	Ind.	Schleswig-Holsteinsche Tagespost, GmbH.
Reutingen (Bad.)	General Anzeiger	26,200	6	Ind.	Verlag Oertel u. Spörer, K. G.
	Nachrichten	3,700	6	Ind.	Verlag Reutlinger Nachrichten.
Rheine (Westf.)	Munsterländische Volkszeitung	7,200	6	CDU	Verlag H. u. J. Altmeppen
Rinteln (Hann.)	Schaumburger Zeitung	7,300	6	Ind.	C. Bösendahl Druckerei u. Verlag.
Rosenheim (Bav.)	Oberbayerisches Volksblatt	40,200	6	Ind.	Buchdr. u. Verlag Oberbayerisches Volksblatt GmbH.
Rotenburg	Kreiszeitung	7,200	6	Ind.	Verlag Karl Sasse.
Rothenburg	Fränkischer Anzeiger	4,700	6	Ind.	Schneidersche Buchdruckerei Gebr. Schneider.
Rottenburg	Rottenburger Post	4,600	6	Ind.	Verlag Rottenbruger Post, Sckwäbisches Tagblatt GmbH.
Saarbrücken	Saarbrücker Zeitung	126,200	6	Ind.	Presse-Verlag. GmbH.
	Saarländische Volkszeitung		6	Chr.	Saarländische Volkszeitung GmbH.
Schifferstadt (Rh.-Pf.)	Tagblatt	2,300	6	.....	Hanns Geier Buchdruckerei u. Zeitungsverlag.
Schwabmünchen	Schwabmünchner Zeitung	6,900	6	Ind.	Presse-Druck-u. Verlags GmbH.
Schwäbisch-Gmund (Bad.)	Rems Zeitung	16,700	6	Ind.	Sigg Härtl u. Co., K. G.
Schwäbisch Hall (Bad.)	Haller Tagblatt	10,800	6	Ind.	E. Schwend, K. G.
Schweinfurt	Der Volkswille	14,800	6	Ind.	Schweinfurter Druckerei u. Verlagsanstalt GmbH.
Schwenningen (Bad.)	Die Neckarquelle	8,700	6	Ind.	Verlag Hermann Kuhn, K.G.
Schwelm (Westf.)	Schwelmer Zeitung	3,000	6	Ind.	Scherz u. Co., GmbH.
Schwenningen (Bad.)	Die Neckarquelle	8,700	6	Ind.	Hermann Kuhn, K. G.
Schwetzingen (Bad.)	Zeitung	9,800	6	Ind.	Schwetzinger Verlags-druckerei GmbH.
Seesen (Hann.)	Tageszeitung-Beobachter	4,400	6	Ind.	Verlag H. Hofmann, K. G.
Segeberg, Bad, (Schl.-H.)	Zeitung	9,600	6	Ind.	Verlag C. H. Wasers Druckerei.
Siegen (Westf.)	Zeitung	30,000	6	Ind.	Buchdruckerei u. Verlag Vorländer.
Sindelfingen (Bad.)	Zeitung	4,400	6	Ind.	Verlag Adolf Röhm.
Sobernheim (Rh.-Pf.)	Anzeiger	1,100	6	Ind.	Druckerei Georg Höhnen, oHG.
Solingen (Westf.)	Tageblatt	22,500	6	Ind.	Verlag B. Boll.
Soltau (Hann.)	Böhme-Zeitung	8,400	6	Ind.	Verlag L. Mundschenks.
Speyer (Rh.-Pf.)	Tagespost	5,000	6	Ind.	W. W. Klambt, K. G.
Stade (Hann.)	Tageblatt	14,300	6	Ind.	Verlag A. Pockwitz, Ed. K. Krause.
Stuttgart (Bad.)	Allgemeine Zeitung für Württemberg	11,800	6	SPD	Schwäbische Tagwacht GmbH.
	Deutsches Volksblatt	10,100	6	Ind.	Schwabenverlag, A. G.
	Stuttgarter Nachrichten	80,800	6	Ind.	Stuttgarter Nachrichten Verlags, GmbH.
	Stuttgarter Zeitung	138,000	6	Ind.	Dr. Eberle & Co.
Stuttgart-Bad Cannstadt (Bad.)	Canstatter Zeitung	9,000	6	Ind.	Rotenberg Verlag GmbH.
Stuttgart-Untertürkheim (Bad.)	Untertürkheimer Zeitung	5,800	6	Ind.	Rotenberg Verlag GmbH.
Stuttgart-Vaihingen (Bad.)	Filder-Zeitung	8,200	6	Ind.	Karl Scharr, Verlag.
Stuttgart-Zuffenhausen (Bad.)	Heimat Rundschau	6,300	6	Ind.	Buchdruckerei Eugen Heinz oHG.
Syke (Hann.)	Kreiszeitung für die Grafschaft Hoya	15,100	6	Ind.	Knauer Buchdruckerei (A. Petzold).

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DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Tauberbischofsheim (Bad.)	Fränkische Nachrichten	38,500	6	Ind.	Fränkische Nachvichter Druck u. Verlags GmbH.
Treysa	Schwalm-Bote	3,400	6	Ind.	Schwalmkreisverlag Romer u. Ordemann.
Trier (Rh.-Pf.)	Trierische Landeszeitung	24,800	6	Ind.	Paulinusdruckerei GmbH.
	Volksfreund	68,800	6	Ind.	Trierische Volksfreund, GmbH.
Trossingen	Zeitung	1,600	6	Ind.	Buchdruckerei Matth. Birk, Inh. Scharr
Tübingen	Schwäbisches Tagblatt	22,700	6	Ind.	Schwäbisches Tagblatt, GmbH.
Tuttlingen (Bad.)	Gränz-Bote	9,800	6	Ind.	Verlagsdruckerei I. F. Bofinger, Inh. Max Blind
Uelzen (Hann.)	Allgemeine Zeitung der Lüneburger Heide	17,500	6	Ind.	C. Beckes Buchdruckerei.
Ulm	Schwäbische Donau-Zeitung	41,600	6	Ind.	Verlag Schwäbische Donau-Zeitung K. G.
	Ulmer Nachrichten	1,800	6	Ind.	Ulmer Zeitungsverlag.
Uslar (Hann.)	Sollinger Nachrichten	1,700	6	Ind.	Buchdruckerei H. Klapproth, Inh. Joachim Schaefer.
Vechta (Hann.)	Oldenburgische Volkszeitung	11,600	6	Ind.	Vechtaer Druckerei u. Verlag GmbH.
Velbert	Zeitung	12,000	6	Ind.	Verlag Karl Flothmann, K.G.
Verden	Aller-Zeitung	8,700	6	Ind.	Verdener Verlags, K. G.
Viernheim (Hesse)	Neue Volkszeitung	1,300	6	Chr.	Verlag Friedrich u. H. F. Martin.
	Tageblatt	2,700	6	Ind.	J. Martin Söhne.
Waiblinger	Waiblinger Kreiszeitung	8,400	6	Ind.	Verlag Remstal-Bote GmbH.
Waldshut	Alb-Bote	8,000	6	Ind.	Verlag H. Zimmermann, K. G.
Walsrode (Hann.)	Zeitung	7,700	6	Ind.	J. Gronemann K. G. Buchdruckerei u. Verlag Hans-Hubert Schumacher.
Wanne-Eickel	Zeitung	5,300	6	Ind.	Verlag Herchenbach u. Holtmann, K. G.
Warendorf	Neuer Emsbote	2,300	6	CDU	Verlag Karl Leopold.
Weener (Hann.)	Rheiderland	4,100	6	Ind.	Buchd. u. Verlag H. Risius
Weiler (Bav.)	Der Westallgäuer	6,600	6	Ind.	Verlag G. Holzer, Inh. Dr. W. Holzer
Weinheim (Bad.)	Nachrichten	12,500	6	Ind.	Verlag Gebr. Diesbach
Werdohl (Westf.)	Süderländer Volksfreund	2,400	6	Ind.	Verlag Ludwig Flug, K. G.
Wesel (Westf.)	General Anzeiger	4,000	6	Ind.	Verlag H. Peitsch.
Westerland (Schl.-H.)	Sylter Rundschau	2,800	6	Ind.	Verlagsanstalt Erich Buchsteiner.
Westrhauderfehn (Hann.)	General Anzeiger	5,100	6	Ind.	Siebe Ostendorp Druckerei u. Verlag.
Wetzlar (Hesse)	Neue Zeitung	21,000	6	Ind.	Wetzlarer Verlagsdruckerei GmbH.
Wiesbaden (Hesse)	Kurier	62,300	6	Ind.	Druckhaus u. Verlags GmbH.
	Tagblatt	29,800	6	Ind.	Wiesbadener Tagblatt Verlag, GmbH.
Wildeshausen	Zeitung	.....	5	.....	Verlag Ludwig Löschen.
Wilhelmshaven (Hann.)	Nordwestdeutsche Rundschau	10,800	6	.....	Druckerei Paul Hug u. Co.
	Wilhelmshavener Zeitung	16,300	6	Ind.	Brune Verlagsges. mbH.
Wilster (Schl.-H.)	Zeitung	2,500	6	Ind.	.....
Winsen (Hann.)	Anzeiger	6,600	6	Ind.	Verlag Ravens u. Maack.
Wittingen (Hann.)	Isenhagener Kreisblatt	4,900	6	Ind.	Buchdruckerei Karl Neef.
Wittmund (Hann.)	Anzeiger für Harlingerland	8,100	6	Ind.	Verlag C. L. Mettcker u. Söhne.
Witzenhausen (Hesse)	Niederhessische Zeitung	1,300	6	Ind.	Verlag Trautvetter u. Fischer.
Wolfenbüttel (Hann.)	Zeitung	5,700	6	Ind.	Heckners Verlag
Wolfhagen (Hesse)	Kreisblatt	800	6	Ind.	Wilhelm Borner Verlag
Wurzburg	Fränkisches Volksblatt	40,100	6	Cath.	Echter Verlag GmbH.
	Main-Post	74,400	6	Ind.	Richter M. Meisner, Main Presse-Verlag
Wunstorf	Wunstorfer Zeitung	2,100	6	Ind.	Verlag Theo. Oppermann.
Wuppertal (Westf.)	General Anzeiger	79,200	6	Ind.	Verlag W. Girardet.
	Wesideutsche Rundschau	15,500	6	Lib.	Verlag Westdeutsche Presse GmbH.
Zeven (Hann)	Zeitung	5,200	6	Ind.	Verlag J. F. Zeller, K. G.
Zweibrücken (Rh./Pf.)	Pfälzischer Merkur	14,600	6	Ind.	Zweibrucker Druckerei u. Verlagsges. mbH.

EAST GERMANY
(Deutsche Demokratische Republik)

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
East Berlin (Soviet Sector)	Bauern-Echo		6	DBD	Deutscher Bauvernverlag
	Berliner Montag		6	SED	Berliner Verlag GmbH.
	Berliner Zeitung		6	SED	Berliner Verlag GmbH.
	BZ am Abend		6	SED	Berliner Verlag GmbH.
	Freie Presse				Planet-Verlag GmbH.
	Junge Welt		6	FDJ	Verlag Neues Leben GmbH.
	Der Morgen		6	LDP	Morgen, Druckerei-u. Verlags GmbH.
	National-Zeitung		6		
	Neues Deutschland		7	SED	
	Neue Zeit		6	CDU	Union-Verlag VOB
	Tribüne		6	FDGB	Die Freie Gewerkschaft Verlag GmbH.
Chemnitz	Volksstimme		6	SED	Sachsenverlag
Cottbus	Lausitzer Rundschau		6		
Dresden	Sächsische Neueste Nachrichten		6		
	Sächsisches Tageblatt		6		
	Sächsische Zeitung		6		
	Die Union		6	CDU	Union-Verlag und Druckerei Dresden
Erfurt	Das Volk		6		Thuringer Volksverlag GmbH.
Frankfurt (Oder)	Neuer Tag		6		
Gera	Volkswacht		6		
Halle (Saale)	Freiheit		6	SED	
	Mitteldeutsche Neueste Nachrichten		6		
	Der Neue Weg		6	CDU	
Leipzig	Leipziger Volkszeitung		6	SED	Sachsenverlag
Magdeburg	Volksstimme		6		
Neustrelitz	Freie Erde		6		
Potsdam	Brandenburgische Neueste Nachrichten		6	NDP	
	Märkische Union		6		Märkische Druck- und Verlags GmbH.
	Märkische Volksstimme		6	SED	
Rostock	Ostee-Zeitung		6		
Schwerin	Der Demokrat		6	CDU	
	Schweriner Volkszeitung		6	SED	
Suhl	Das Freie Wort		6		
Weimar	Thuringer Neueste Nachrichten		6	NDP	
	Thuringer Tageblatt		6	CDU	CDU-Verlag GmbH.
	Thüringische Landeszeitung		6	LDP	
Zwickau	Freie Presse		6	SED	Sachsenverlag

Key to Political Parties in Soviet Zone

DBD—Democratic Farmers' Party; FDJ—German Youth; LDP—Liberal Democratic; FDGB—Labor; NDP—National Democratic; CDU—Christian Democratic; SED—Unified Socialistic (the party of the Communistic government of East Germany).

Key to Abbreviations of German State Names

Bad.—Baden-Wüttemburg
Bav.—Bavaria (Bayern)
Hann.—Niedersachsen
Hesse—Hesse (Hessen)
Rh.-Pf.—Rhineland Palatinate (Rheinland-Pfalz)
Saar—Saar
Schl.-H.—Schleswig-Holstein
Westf.—North Rhine-Westphalia

Key to Political Party Abbreviations in West Germany

Cath.—Roman Catholic
Chr.—Christian
CDU—Christian-Democratic Union
Com.—Communistic
Cons.—Conservative
Ind.—Independent
Lib.—Liberal
SPD—Social-Democratic or Labor Party

GIBRALTAR

City Population	Publication	Language	Circulation	Publisher	Editor	Rate per col. inch
Gibraltar 25,000	Gibraltar Chronicle	English	6,500	E. F. E. Ryan	E. F. E. Ryan	7
	El Cahpense	Spanish	3,000	A. Parrall	A. Parrall	.....

GREECE

City	Name of Publication	Issued	Publisher-Proprietor	Editor	Circulation Daily	Circulation Sun. or Mon.	Advertising Rates in Drachmas Per Col. Cm. Daily	Sun. or Mon.
Athens	Akropolis	(m) d ex m	N. & D. Botsis	S. Gregoriades	52,000	81,000	30.00	40.00
	Apoghevmatini	(e) d ex S	N. & D. Botsis	S. Constantopoulos	29,500	40,000	30.00	30.00
	Athens News (Eng.)	(m) d ex m	J. Horn	V. Walker	2,500	2,800	20.00	20.00
	Athinaiki	(e) d ex S	J. Papageorgiou	G. Varvaretos	32,700	61,000	30.00	30.00
	Athlitiki Echo (Sports)	(m) d ex m	A. Sembos	P. Macrides	8,000	9,000	15.00	15.00
	Avghi	(m) d ex m	E. Glezos	A. Hainoglou	11,500	17,500	30.00	30.00
	Eleftheria	(m) d ex m	P. Kokkas	G. Androulidakis	14,000	26,600	30.00	30.00
	Embros	(w) Sat.	A. Kalapothakis	A. Kalapothakis	60,000	.....	35.00	.....
	Estia	(e) d ex S	K. Kyrou	K. Kyrou	6,500	6,800	30.00	30.00
	Ethnikos Kyrix	(m) d ex m	A. Paraschos	A. Paraschos	8,100	12,500	30.00	30.00
	Ethnos	(e) d ex S	D. Kyriazi - K. & M. Nikolopoulou	C. Economides	16,200	21,000	30.00	30.00
	Imeressia (Bus. & Fin.)	(m) d ex m	E. Hadjiathanasiades	K. Amorgianos	7,000	7,000	15.00	15.00
	Kathimerini	(m) d ex m	H. Vlachou	E. Hourmouzios	33,100	8,000	30.00	40.00
	Messager d'Athènes (Fr. Lang.)	(m) d ex m	J. Stefanopoulos	G. Skouras	800	1,000	30.00	30.00
	Naftemboriki (Bus. & Fin.)	(m) d ex m	P. Athanasiades	G. Athanasiades	23,000	23,000	15.00	15.00
	Ta Nea	(e) d ex S	D. Lambrakis	C. Nitsos	39,000	50,000	30.00	30.00
	Tachydromos	(w) Sat.	D. Lambrakis	C. Lambrakis	60,000	.....	30.00	.....
	To Vima	(m) d ex m	D. Lambrakis	G. Syriotis	16,000	21,000	30.00	30.00
	Vradyni	(e) d ex S	N. Aravantinou	L. Bortolis	17,000	23,000	30.00	30.00
Patras	Neologos	(m) d ex m	P. Papandropoulos	P. Papandropoulos	5,000	.....	.....	.....
	Peloponnesos	(m) d ex m	H. Frangopoulos	H. Frangopoulos	2,500	.....	.....	.....
Salonika	Ellinikos Vorras	(m) d ex m	P. Levantis	S. Christodoulou	13,000	.....	12.00	12.00
	Nea Alitheia	(e) d ex S	N. Kouskouras	A. Theodorides	1,800	.....	5.00	.....
	To Fos	(m) d ex m	J. Spatharis	J. Spatharis	2,000	.....	12.00	12.00
	Makedonia	(m) d ex m	J. Velidis	J. Joannides	23,000	.....	18.00	18.00
Volos	Tachydromos	(m) d ex m	A. Meros	A. Meros	4,000	.....	.....	.....
	Thessalia	(m) d ex m	Cooperative	A. Orphanides	2,000	.....	.....	.....

Circulation figures are based on average for first six months of 1957.

NB. Athens evening newspapers have increased circulations on Mondays as no morning newspapers appear on that day.

DAILY NEWSPAPERS OF EUROPE—Continued

HUNGARY

(All press and publications are controlled by the Hungarian Worker's (Communist) Party—HWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief	Director
Budapest	Nepszabadszag (People's Freedom) formerly Szabad Nep	1956	650,000	mexMon	Hungarian	Hungarian Workers Party	Deszo Nemes	
	Nepkarat (People's Will) formerly Nepszava	1957	200,000	mexMon	Hungarian	Trade Union Council	Z. Horvath	
	Magyar Ifjusag (Hungarian Youth) formerly Szabad Ifjusag	1957	150,000	Weekly	Hungarian	Hungarian Youth Organization	Imre Csator	
	Esti Hirlap (Evening Journal) formerly Esti Budapest	1956	110,000	eexSun	Hungarian	City Council & Worker's Party for Budapest	M. Horvath	
	Hetfoi Hirlap (Monday Gazette)	1956	55,000	weekly	Hungarian	Patriotic People's Front	I. Boldiszar	
	Uj Vilag (NewWorld)	1948	200,000	weekly	Hungarian	Hungarian Soviet Society	Sandar Sarlo	
	Magyar Nemzet (Hungarian Nation) (suspended during uprising for 10 months)	1942	80,000	mexMon	Hungarian	Patriotic People's Front	Erno Mihalyfi	
	Hetfoi Hirek (Monday News)	1957	.....	Weekly	Hungarian	Pro-regime	G. Parragi	
Baja	Bacs-Kiskunmegyei Nepulsag Free People's paper of the district Bacs-Kiskun			MDexMon				
Debrecen	Neplap (People's Journal)	1944	.....	mexMon	Hungarian	Hajdu-Bihar County Party Committee	Editorial Committee	Gyula Barczi
Eger	Hevesmegyei Nepujsag (People's Paper)	1947	.....	Thurs&Sunday	Hungarian	Heves County Party Committee	Editorial Committee	M. Komocsin
	Gyor; Hazank (Our Fatherland)	1956	.....	mexMon	Hungarian	Independent	Attila Szigethy	
Kaposvar	Somogyi Neplap (People's Journal of Somgy)			MDexMon				
Miskolc	Eszakmagyarorszag (Northern Hungary)	1945	34,000	mexMonday	Hungarian	Borsod-Abavj-Zemplen County Party Committee	Editorial Committee	R. Foldvari
Pecs	Dunantuli Naplo (Trans-Danubian Diary)	1944	.....	mexMonday	Hungarian	Baranya Party County Committee	Editorial Committee	M. Gabri
Sopron	Gyor-Sopronmegyei Hirlap (Gyor-Sopronmegyei Journal)	1945	.....	mexMonday	Hungarian	Gyor-Sopron Party County Committee	Editorial Committee	J. Hortobagyi
Szeged	Delmagyarorszag (Southern Hungary)	1945	.....	mexMonday	Hungarian	Csongrad Party County Committee	Editorial Committee	
	Viharsarok Nepe (People of the Weather Corner)	.....	.....	MDexMon				
	Viharsarok (Weather Corner)	.....	.....	MDexMon				
Szekesfehervar	Fejermegyei Neplap (People's Journal of Fejer)	.....	.....	MDexMon				
Szekszard	Tolnai Naplo (Daily of the district of Tolna)	.....	.....	MDexMon				
Szolnok	Szolnokmegyei Neplap (People's Journal of Szolnok)	.....	.....	MDexMon				
Veszprem	Veszprommegyei Nepujsag (People's paper of Vesprem)	.....	.....	MDexMon				

ICELAND

City	Publication	Political Affiliation	Editor
Reykjavik	Althydubladid	Social Democrat	Helgi Saemundsson (e)
	Morgunbladid (6)	Independent	Valtyr Stefansson (e) and Bjarni Benediktsson
	Thjodviljinn	Communist	Magnus Kjartansson (e)
	Timinn	Progressive	Thorarinn Thorarinsson (e)
	Visir	Independent	Hersteinn Palsson (e)

ITALY

City	Name of Publication	Affiliation (See Footnote)	Est. Circulation	Lire per Col. Inch	Editor	Advertising Agents
		LOMBARDY				
Milan	Corriere della Sera	N AM GI I	450,000(d) 200,000(S)	12,500	Mario Missiroli	Corriere della Sera
	Corriere d' Informazione	N PM GI I	200,000 (Mon.) 250,000	11,250	Mario Missiroli	Corriere della Sera
	Corriere Lombardo	N PM GI I	100,000	5,000	B. Fini	S. P. I.
	Unità	N AM GI Communist	150,000	3,750	D. Lajolo	S. P. I.
	Avanti	N AM GI Left Socialist	80,000	3,750	C. Colombo	S. P. I.
	Il Sole	N AM C.F.T.	50,000	3,750	Italo Minunni	S. P. I
	Gazzetta dello Sport	N AM SP	450,000(d)	4,375 (Mon.)7,500	G. Ambrosini	S. P. I.
	Il Giorno		150,000	5,000	Gaetano Baldacci	(E. in Chief)
	Il Popolo di Milano	N AM GI Demochristian	30,000	3,750	Arturo Chiodi	S. P. I.
	L'Italia	N AM GI Catholic	60,000	2,500	Mons. Pisoni	A. Manzoni
	"24 Ore"	N AM C.F.T.	30,000	3,750	P. Colombi	S.I.P.R.A.
Bergamo	Eco di Bergamo	N AM GI Catholic	18,000	750	A. Spada	A. Manzoni
	Giornale del Popolo	N AM GI I	14,000	750	G. Romolotti	A. Manzoni
Como	Provincia di Como	N AM GI I	20,000	1,250	L. Pozzali	S. P. I.
	L'Ordine	N AM GI Catholic	15,000	750	Brusadelli	A. Manzoni
Cremona	La Provincia	N AM GI I	14,000	1,000	Mario Levi	A. Manzoni
Piacenza	La Liberta	N AM GI I	20,000	1,250	E. Prati	S. P. I.
		PIEDMONT				
Turin	La Nuova Stampa	N AM GI I	250,000	8,750	G. DeBenedetti	S. P. I.
	Stampa-Sera	N PM GI I	150,000	5,000	G. DeBenedetti	S. P. I.
	Gazzetta del Popolo	N AM GI I	150,000	7,500	F. Malgeri	S.I.P.R.A.
	Gazetta-Sera	N PM GI I	90,000	5,000	F. Malgeri	S.I.P.R.A.
		VENETIAN PROVINCES				
Venice	Gazzettino	N AM GI I	200,000	7,500	A. Tommasini	S. P. I.
Vicenza	Giornale di Vicenza	N AM GI I	15,000	2,000	Andrea Tadiello	S. P. I.
Udine	Messaggero Veneto	N AM GI I	20,000	2,500	C. Tigoli	S. P. I.
Trento	L'Adige	N AM GI I	15,000	2,500	F. Piccolo	S. P. I.
Bolzano	Alto Adige	N AM GI I	25,000	2,500	A. Cavazzani	
		LIGURIAN PROVINCES				
Genoa	Secolo XIX	N AM GI I	85,000	6,250	U. Cavassa	S. I. P.
	Corriere Mercantile	N AM C.F.T.	20,000	5,000	Oreste Mosca	S. P. I.
		EMILIA				
Bologna	Resto del Carlino	N AM GI I	130,000	7,500	G. Spadolini	S. P. I.
	Carlino-Sera	N PM GI I	30,000	3,750	G. Spadolini	S. P. I.
Parma	Gazzetta di Parma	N AM GI I	20,000	1,000	M. Intaglietta	A. Manzoni
		TUSCANY				
Florence	La Nazione Italiana	N AM GI I	100,000	7,500	A. Russo	S. P. I.
	Giornale del Mattino	N AM GI I	70,000	3,750	Arturo Chiodi	S. P. I.
Leghorn	Il Tirreno	N AM GI I	60,000	4,375	A. G. Banti	S. P. I.
		LATIUM				
Rome	Il Tempo	N AM GI I	125,000	8,750	R. Angiolillo	S. P. I.
	Il Messaggero	N AM GI I	150,000	8,750	A. Perrone	S. I. P.
	Giornale d'Italia	N PM GI I	100,000	8,750	S. Savarino	Breschi
	Corriere dello Sport	N AM GI SP	300,000(Mon.)	7,500	B. Roghi	S. P. I.
	Il Popolo	N AM GI Demochristian	50,000	4,375	E. Bernabei	S. P. I.
	Momento-Sera	N PM GI I	90,000	6,750	Antonio Sergio	S. P. I.
	Unita	N AM GI Communist	100,000	3,750	A. Reichliv	S. P. I.
	Il Globo	N AM GI C.F.T.	25,000	3,750	I. Zingarelli	S. P. I.
	Avanti	N AM GI Left Wing Socialist	50,000	4,500	Carlo Bonetti	S. P. I.
	La Voce Repubblicana	N AM GI Republican	20,000	5,000	C. Machelli	S. P. I.
	Daily American (English)	N AM GI I	18,540 (d)	5,250	Ed. Hill (Ex. E.) Freeman J. Daniels, Pub. C. Barbieri, Bus. Mgr.	N. Y. Office
		PUGLIE				
Bari	La Gazzetta del Mezzogiorno	M AM GI I	120,000	5,000	L. De Secly	S. P. I.
		CAMPANIA				
Naples	Mattino	N AM GI I	200,000	7,500	G. Z. Ansaldo	S. P. I.
	Il Giornale	N AM GI I	60,000	5,000	C. Zaghi	S. P. I.
	Roma	N PM GI I Monarchist	100,000	6,250	A. Signoretti	S. P. I.
		SICILY				
Palermo	Giornale di Sicilia	N AM GI I	150,000	6,875	G. Ardizzone	S. P. I.

ITALY—Continued

City	Name of Publication	Affiliation (See Footnote)	Est. Circulation	Lire per Col. Inch	Editor	Advertising Agents
Catania	La Sicilia	N AM GI I	60,000	6,250	Prestilenza	S. P. I.
	Corriere di Sicilia	N AM GI I	25,000	3,750	G. Longhitano	S. P. I.
			TRIESTE			
Trieste	Il Piccolo		50,000	5,000	C. Alessi	U. P. I.
	Piccolo Sera		30,000	2,000	C. Alessi	U. P. I.
			VATICAN CITY			
City	Osservatore Romano	N AM GI Catholic	200,000	7,500	G. Dalla Torre	A. Manzoni

FOOTNOTE. Key to abbreviations is as follows:
N AM—Morning newspaper published daily except Monday. N PM—Evening newspaper published daily except Sunday. GI—General Information. I—Independent (Party affiliation indicated, if any). C.F.T.—Commercial, Financial, Trade. SP—Sports. Rates listed are those in effect June 30, 1956 and are subject to a 7% Italian Government Tax on gross. Please note that ITALIAN PUBLISHERS REPRESENTATIVES, INC., 1475 Broadway, New York 36, N.Y., is the exclusive Advertising Agent in the United States for all the newspapers listed (with the exception of "Corriere della Sera" and "Corriere d'Informazione" for which they are Advertising Agents but not exclusive); Il Giorno (Milan); and the Rome Daily American, 270 Park Ave., New York 17, N. Y.)

(Continued on Page 408)

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DAILY NEWSPAPERS OF EUROPE—Continued

LUXEMBOURG

Newspaper	Party Affiliation	Newspaper	Party Affiliation
Luxemburger Wort	Catholic	Letzeburger Journal	Resistance
Escher Tageblatt (Journal d'Esch)	Socialist	La Meuse	Luxembourg-Belgian

MALTA

City Population	Publication	Language	Publisher	Editor
Valetta	Times of Malta	English	Hon. Miss Mabel Strickland, O.B.E.	Hon. Miss Mabel Strickland
19,103	Il-Berqa	Maltese	Hon. Miss Mabel Strickland, O.B.E.	Hon. Miss Mabel Strickland
	Sunday Times of Malta	English	Hon. Miss Mabel Strickland, O.B.E.	Hon. Miss Mabel Strickland

THE NETHERLANDS

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
		PROVINCE OF GRONINGEN		
Groningen	Nieuwe Provinciale Groninger Courant	Protestant	E. van Ruller (ed. in chief) Uitgeverij, N. V. Jan Haan (pub)	J. Haan (m)
	Nieuwsblad van het Noorden	Independent	C. de Bruin (ed. in chief) R. Hazewinkel Jansz. Publishing Co. Inc. (pub)	J. A. Hazewinkel & N. Hazewinkel (m)
Winschoten	Winschoter Courant	Independent	J. D. van der Veen (pub) H. Landre (ed. in chief)	R. de Graaf (m)
		PROVINCE OF FRIESLAND		
Heerenveen	Friese Koerier	Independent Progr.	Friese Pers (pub) F. Schurer (ed. in chief) L. O. ten Cate (ed. in chief)	L. R. Stallinga (m)
Leeuwarden	Friesch Dagblad	Protestant	H. Algra (ed. in chief) Provinciale Pers Vereniging voor Friesland (pub)	R. Boomgaardt (m)
	Leeuwarder Courant	Independent	C. van Beem and J. Piebenga (e) Friese Pers (pub)	L. R. Stallinga
		PROVINCE OF DRENTE		
Assen	Nieuwe Drentsche Courant	Protestant	E. van Ruller (ed. in chief) Jan Haan N. V. (pub)	R. Ruiter (m)
	Provinciale Drentsche en Asser Courant	Neutral	H. Clewits (ed. in chief) De N. V. Provinciale Drentsche and Asser Courant (pub)	H. Clewits (m)
		PROVINCE OF OVERIJSSEL		
Almelo	Dagblad van het Oosten	Independent	Hilarius Courantenbedrijf, N. V. (pub) Fr. J. 't. Woort (ed. in chief)	K. J. Eilander (m)
Deventer	Deventer Dagblad	Neutral	G. Werkman (ed. in chief) J. W. de Bode (pub)	A. Verwey (m)
Hengelo	Hengelosch Dagblad	Independent	M. J. v. d. Loeff (pub)	Mr. C. J. Houwert and Th. M. Houwert (m)
Kampen	Kamper Nieuwsblad	Independent	M. J. Boom (ed. in chief) Boom & Zn. (pub)	J. H. Boom (m)
Oldenzaal	Twentsche Courant	Roman Catholic	Dr. B. H. A. M. Plegt (e) N. V. De Twentsche Courant	J. Th. A. Niessen (m)
Zwolle	Overijssels Dagblad	Roman Catholic	N. H. Smits (ed. in chief) Noorder Pers (pub)	J. Evers & E. J. M. Stumpel (m)
	Provinciale Overijsselsche en Zwolsche Courant	Independent	J. C. deWit (ed. in chief) N. V. De Erven J. J. Tijl (pub)	H. Dikkers (m)
		PROVINCE OF GELDERLAND		
Apeldoorn	Nieuwe Apeldoornse Courant	Independent	G. Spanhaak (ed. in chief) Wegener's Couranten Concern N. V. (pub)	J. G. C. Wegener (m)
Arnhem	Arnhemse Courant	Independent	A. Lammerts van Bueren (ed. in chief) Arnhem N.V. (pub)	D. Henny (m)
	Arnhems Dagblad	Roman Catholic	L. Frequin (ed. in chief) N.V. De Gelderlander (pub)	A. A. V. Tummers (m)
Nymegen	Nymeegs Dagblad	Independent	A. Lammerts van Bueren (ed. in chief) Uitg. Mij. Arnhem N. V.	D. Henny (m)
Nijmegen	De Gelderlander	Roman Catholic	L. Frequin and J. D. C. L. Groot (eds. in chief) N. V. De Gelderlander (pub)	A. A. V. Tummers (m)
Zutphen	Zutphens Dagblad	Neutral	G. Werkman (ed. in chief) Uitgevers Maatschappij Deventer Dagblad N. V.	A. Verwey (m)
		PROVINCE OF UTRECHT		
Amersfoort	Amersfoortse Courant	Independent	R. Leenknegt and K. L. Koopmans (ae) N. V. Onnes (pub)	Ir. B. H. Wolf (m)
	Dagblad Voor Amersfoort	Independent	V. D. Schaaf (ae) De Vieuwe Pers (pub)	B. de Vries (m)
Utrecht	Het Centrum	Roman Catholic	P. de Waard (ed. in chief) Stichting Utrechtse Katholieke Pers (pub)	J. P. van Vonderen (m)
		PROVINCE OF NORTH HOLLAND		
Amsterdam (864,000)	Algemeen Handelsblad (33)	Conservative	H. M. Planten (ed. in chief)	C. A. Steketee (m)
	De Nieuwe Dag	Roman Catholic	W. Severin and H. van Lamsweerde (ed. in chief)	J. W. Boerrigter (m)
	De Volkskrant (4)	Roman Catholic	J. M. Lucker (ed. in chief)	J. A. Kolkman (m)
	De Tijd	Roman Catholic-Conservative	W. A. M. v. d. Kallen & Baron H. van Lamsweerde (ed. in chief)	J. J. W. Boerrigter (m) W. v. d. Kallen (m)
	De Waarheid	Communist	.....	.....
	Het Financieele Dagblad (4)	Independent	P. Catz	J. F. Richard
	Het Parool	Labor	Dr. P. J. Koets (ed. in chief)	W. van Norden (m)
	Het Vrije Volk	Labor	H. Voskuil (ed. in chief)	H. van Kuilenburg and C. van der Waerden (m)
	Trouw (6)	Protestant	Dr. J. A. H. Bruins Slot (ed. in chief)	C. A. Keuning & K. Van Houten (m)
	De Telegraaf	Conservative	J. J. F. Stokvis & C. J. Brandt	J. M. Goedemans (m)
Beverwijk	Dagblad Kennemerland	Independent	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Den Helder	Helderse Courant	Liberal	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Enkhuizen	Enkhuizer Courant	Liberal	H. M. Koemans (ed)	J. Bijlsma and C. Krak
Haarlem	Haarlems Dagblad	Independent	.....	D. Huysman (m)
	Nieuwe Haarlemse Courant	Roman Catholic	W. Severin	J. J. W. Boerrigter and W. A. M. v. d. Kallen (m)
Hilversum	De Gooische Courant	Roman Catholic	Baron H. van Lamsweerde and W. Severin (ed. in chief)	J. W. Boerrigter and W. A. M. v. d. Kallen (m)
	Dagblad Het Gooi-en-Ommeland	Independent	J. A. J. Temmink (ed. in chief)	B. Klene (m)
Zaandam	Dagblad Voor De Zaanstreek De Typhoon	Independent Progressive	C. Meyer (ed. in chief)	H. P. Stuurman (m)
		PROVINCE OF LIMBURG		
Heerlen	Limburgsch Dagblad	Roman Catholic	J. J. Groen (ed.)	A. Hoefsmit (m)
Maastricht	De Nieuwe Limburger	Roman Catholic	J. D. A. Schils (ed.)	A. A. Landman
Roermond	Maas-en Roerbode	Roman Catholic	H. Bresser	C. M. Dosker (m)
		PROVINCE OF ZEELAND		
Vlissingen	Provinciale Zeeuwse Courant	Independent	W. Leertouner (ed. in chief) Provinciale Zeeuwsche Courant (pub)	F. v. d. Velde (m)
Goes	Zeeuwsch Dagblad	Protestant	J. D. Troostheide (ed. in chief)	Jacq. de Smit (m)
		PROVINCE OF SOUTH HOLLAND		
Dordrecht	Dordrechtsch Nieuwsblad	Neutral	J. C. Weysters & L. Ott (eds. in chief)	M. Meeldijk (m)
	Dordtsch Dagblad	Christian Historical	Dr. E. Diemer (ed.)	P. A. Joen (m)
	De Dordtenaar	Independent	N. V. "De Dordtenaar" (pub)	L. W. A. de Bot (m. and ed. in chief)
	Nieuwe Dordrechtsche Courant	Roman Catholic	J. Kuypers (ae)	J. Kuypers (m)
Gouda	Goudsche Courant	Neutral	S. H. v. d. Kraats (ed. in chief)	S. H. v. d. Kraats (m)
Leiden	Leidsch Dagblad	Independent	B. W. Menkhorst and J. Brouwer (ed. in chief)	J. W. Henny (m)
	De Leidse Courant	Roman Catholic	L. C. J. Roozen (ed. in chief)	C. M. van Hamersveld (m)
	Nieuwe Leidsche Courant	Christian Historical	J. H. v. d. Velde (ae)	F. Diemer (m)
Rotterdam (712,000)	Algemeen Dagblad	Independent	Dr. J. Ratté (ed. in chief)	W. Pluygers and F. Baas
	De Maasbode	Roman Catholic	.....	J. Kuypers (m)
	De Rotterdammer	Protestant	Dr. E. Diemer (ed)	J. Groenewegen (m)
	Het Nieuwe Dagblad	Roman Catholic	.....	J. Kuypers (m)
	Nieuwe Rotterdamse Courant (33)	Liberal	Dr. M. Rooy (ed. in chief)	F. Baas and W. Pluygers (m)
	Rotterdamsch Nieuwsblad	Independent	Leo Ott (ed. in chief)	H. W. Eldermanse (m)
Schiedam	Nieuwe Schiedamsche Courant	Roman Catholic	.....	J. Kuypers (m)
The Hague (166,000)	Het Vaderland	Liberal	Dr. W. van Wyk (ed)	Th. D. Struick (m)
	Haagsch Dagblad	Independent	S. van der Schaaf	E.v.d. Berch van Heemstede (m)
	Haagsche Courant	Neutral	Prof. Dr. A. C. Josephus Jitta (ed. in chief) A. Sijthoff (pub)	Dr. K. H. Labohm, Th. G. v. d. Garden and A. G. Sijthoff (m)
	Het Binnenhof	Roman Catholic	F. J. Plug (ed. in chief)	C. M. Drabbe (m)
	Nieuwe Haagsche Courant	Christian Historical	Dr. E. Diemer (ed. in chief)	B. Bol (m)
		PROVINCE OF NORTH BRABANT		
Breda	Bredasche Courant	Independent	C. A. Muller (ed. in chief)	C. A. Müller (m)
Dagblad	De Stem	Roman Catholic	John H. A. Bruna (ed)	E. H. B. Brader (m)
Eindhoven	Dagblad-Oost-Brabant	Roman Catholic	J. de Brouwer (ed. in chief)	J. de Brouwer (m)
	Eindhovens Dagblad	Roman Catholic	A. Brouwers (ed. in chief)	A. Moll
Helmond	Helmondsche Courant	Roman Catholic	P. Kuypers (ed)	H. van der Grinten (m)
Roosendaal	Brabants Nieuwsblad	Roman Catholic	W. Assmann (ed. in chief)	Th. A. M. Heuts (m)
Tilburg	Het Nieuwsblad van het Zuiden	Roman Catholic	J. W. Oltheten (ed. in chief)	J. W. Oltheten (m)
	De Nieuwe-Tilburgse Courant	Roman Catholic	Dr. A. C. B. Arts (ed. in chief)	L. J. J. Arts and Dr. A. C. B. Arts (m)

NORWAY

Name of City	Name of Newspaper	Political Inclination	Adv. Rate öre per m/m	Circulation 1956
Aalesund	Sunnmöre Arbeideravis	Labor Party	40	4,235
	Sunnmörsposten	Liberal	50	22,375
Arendal	Agderposten	Liberal	45	11,500
	Tiden	Labor Party	40	4,579
	Vestlandske Tidende	Conservative	40	3,986
Bergen	Bergens Arbeiderblad	Labor Party	65	17,275
	Bergens Tidende (6)	Liberal	75	55,725
	Dagen	Non-Political	65	13,680
	Morgenavisen	Conservative	65	13,200
Bodö	Nordlands Framtid	Labor Party	35	6,980
	Nordlandsposten	Conservative	35	8,830
Drammen	Drammens Tidende (6)	Conservative	75	27,755
	Fremtiden	Labor Party	65	18,628
Elverum	Östlendingen	Agrarian Party	45	14,805
Fredrikstad	Demokraten	Labor Party	42	6,910
	Fredriksstad Blad	Conservative	42	13,300
Gjövik	Oppland Arbeiderblad	Labor Party	45	10,475
	Samhold og Velgeren	Agrarian Party and Liberal	45	9,720
Halden	Halden Arbeiderblad	Labor Party	42	6,210
	Smaalenenes Amtstidende	Conservative	42	4,109
Hamar	Hamar Arbeiderblad	Labor Party	45	17,105
	Hamar Stiftstidende og Hedemarkens Amstidende	Conservative	45	8,950
Harstad	Harstad Tidende	Conservative	45	11,011
Haugesund	Haugesunds Avis	Liberal	55	15,000
	Haugesunds Dagblad	Conservative	55	11,745
Hönefoss	Ringerikes Blad	Conservative	45	6,230
Horten	Gjengangeren	Conservative	40	4,780
	Horten Arbeiderblad	Labor Party	40	1,610

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DAILY NEWSPAPERS OF EUROPE—Continued

NORWAY—Continued

Name of City	Name of Newspaper	Political Inclination	Adv. Rate öre per m/m	Circulation
Kongsvinger	Glamdalen	Labor Party	45	15,670
Kristiansund S.	Agder Tidende	Agrarian Party	40	.....
	Christianssands Tidende	Conservative	40	5,530
	Fædrelandsvennen (6)	Liberal	50	20,640
	Sörlandet	Labor Party	40	6,300
Kristiansund N.	Romsdalsposten	Liberal	40	8,570
	Tidens Krav	Labor Party	40	7,275
Larvik	Larvik Morgenavis	Conservative	60	2,460
	Nybrott	Labor Party	42	3,100
	Østlands-Posten	Liberal	45	7,575
Lillehammer	Dagningen	Labor Party	45	5,550
	Gudbrandsdölen and Lillehammer Tilskuer	Agrarian Party and Conservative	45	12,760
Mo-Irana	Rana Blad	Labor Party	30	5,150
Molde	Romsdal Folkeblad	Labor Party	40	3,270
	Romsdals Budstikke	Liberal	45	7,360
Moss	Moss Arbeiderblad	Labor Party	42	2,840
	Moss Avis	Conservative	42	7,590
Narvik	Fremover	Labor Party	40	6,110
Notodden	Teledölen	Liberal	40	.....
	Telen	Agrarian Party	40	3,850
Oslo	Aftenposten, morning (6)	Conservative	165 180 (Sat.)	150,738 166,648
	Aftenposten, evening (6)	Conservative	150	130,040
	Arbeiderbladet	Labor Party	120 (Sat.)	70,085 86,670
	Dagbladet	Liberal	100 (Sat.)	95,880 135,970
	Friheten	Communist	70	.....
	Morgenbladet	Conservative	85	27,450
Oslo—Cont'd	Morgenposten (20)	Non-Political	100	45,625
	Nationen	Agrarian Party	75	25,450
	Norges Handels og Sjöfarstidende (20)	Non-Political	80	45,844
	Ukens Nytt (6)	Farm	45	20,415
	VG-Verdens Gang	Independent	80 (Sat.)	33,600 57,425
	Vårt Land	Independent	75	25,480
Porsgrunn	Porsgrunns Dagblad	Liberal	45	8,480
Rjukan	Rjukan Arbeiderblad	Labor Party	35	2,575
	Rjukan Dagblad	Conservative	35	.....
Sandefjord	Sandefjords Blad	Conservative	60	7,975
	Vestfold	Liberal and Agrarian Party	50	3,755
	Vestfold Fremtid	Labor Party	45	1,755
Sarpsborg	Sarpen	Conservative	40	3,050
	Sarpsborg Arbeiderblad	Labor Party	45	11,175
Skien	Telemark Arbeiderblad	Labor Party	50	13,540
	Varden (6)	Independent	55	18,890
Stavanger	Rogaland	Agrarian Party	57	.....
	Rogaland Avis	Labor Party	57	12,740
	Stavanger Aftenblad (6)	Liberal	72	34,407
	Stavangeren	Conservative	57	8,200
Steinkjer	Trönder-Avisa	Agrarian Liberal	40	7,480
Svolvaer	Lofotposten (6)	Non-Political	65	21,270
Tromsö	Nordlys	Labor Party	45	15,975
	Tromsö	Liberal	40	11,580
Trondheim	Adresse (6)	Conservative	75	55,075
	Arbeider-Avisa	Labor Party	65	18,780
Tonsberg	Tönsbergs Blad	Conservative	55	14,850
	Vestfold Arbeiderblad	Labor Party	42	8,280

POLAND

(All press and publications are controlled by the Polish United Workers' (Communist) Party—PUWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-chief
Warsaw	Trybuna Ludu (People's Tribune)	1948	500,000	MD	Polish	Central Committee of PUWP	Leon Kasman
	Express Wieczorny (Evening Express)	1946	250,000	EDexSun	Polish	Prasa	W. Knittel
	Zycie Warszawy (Warsaw's Life)	1944	211,450	MDexSun	Polish	Czytelnik	St. Bankowski
	Glos Pracy (Labor's Voice)	1951	180,000	MDexSun	Polish	Central Council of Trade Unions	Teofil Glowacki
	Gazeta Codzienna Polskiego (Polish Daily News) formerly Zolnierz Wolnosci	1957	.....	MDexSun	Polish	Polish Army	Col. Z. Kosztrzewski
	Sztandar Mlodych (Youth's Banner)	1950	281,830	MDexSun	Polish	Union of Polish Youth	Irena Tarlowska
	Chlopska Droga (Peasant's Way) with 13 special editions	1945	302,000	2xWeekly	Polish	Central Committee of PUWP	M. Elczewski
	Dzis i Jutro (Today and Tomorrow)	1945	20,000	Weekly	Polish	Progressive Catholics	B. Piasecki
	Folks-Sztyme (People's Vocice)	1950	.....	4xweekly	Yiddish	Central Committee of PUWP	H. Smoliar
	Po Prostu (Simply Speaking)	1949	150,000	Weekly	.....	Students and Intellectuals	R. Turski
	Tygodnik Demokratyczny (Democratic Weekly)	1953	20,000	Weekly	Polish	Democratic Party	Editorial Committee
	Polityka (Politics)	1957	25,000	Weekly	.....	Pro-regime	S. Zolkiewski
	Zielony Sztandar (Green Banner)	1953	105,000	Weekly	Polish	Pro-regime United Peasant Party	Jan Shkop
	Kurier Polski (Polish Courier)	1957	.....	EDexSun	.....	Pro-regime	W. Lechowicz
Bialystok	Gazeta Bialostocka (Bialystok Gazette)	1951	57,000	MDexSun	Polish	Provincial Party Committee	Editorial Committee
Wroclaw (Breslau)	Gazeta Robotnicza (Worker's Gazette)	1948	147,258	MDexSun	Polish	Provincial Party Committee	Editorial Collegium
Bydgoszcz	Gazeta Pomorska (Pomeranian Gazette)	1948	87,000	MDexSun	Polish	Provincial Patry Committee	Editorial Collegium
Gdansk (Danzig)	Glos Wybrzeza (Voice of the Seashore)	1949	79,000	MDexSun	Polish	Provincial Party Committee	Editorial Collegium
Katowice	Trybuna Robotnicza (Worker's Tribune)	1945	401,000	MDexSun	Polish	Provincial Party Committee	Wlodzimierz Janiurek
Krakow	Gazeta Krakowska (Cracow Gazette)	1949	132,515	MDexSun	Polish	Provinicial Party Committee	Editorial Committee
	Tygodnik Powszechny (Universal Weekly)	1945	75,000	Weekly	Polish	Roman Catholic	J. Turowicz
	Dziennik Polski (Polish Daily)	1945	55,000	MDexSun	Polish	Czytelnik Press Institute	I. Krasicki
Lodz	Glos Robotniczy (Labor's Voice)	1945	131,492	MDexSun	Polish	Provincial Party and People's Council	G. Gutowski
Lublin	Sztandar Ludu (People's Banner)	1945	54,547	MDexSun	Polish	Provincial Party Committee	E. Adamiak
Rzeszow	Nowiny Rzeszowskie (News of Rzeszow)	1949	54,547	MDexSun	Polish	Provincial Party Committee	E. Golabowski
Szczecin (Stettin)	Glos Szczecinski (Stettin)	1949	36,000	MDexSun	Polish	Provincial Party Committee	B. Schmidt-Kowalski

PORTUGAL

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Newspaper	Published	Circulation	Party Affiliation	Editor
LISBON				
Diario de Lisboa	(m)	....	Independent Conservative	Dr. Norberto Lopes
Diario de Manha	(m)	....	National Union	Dr. Jose Manuel da Costa
Diario de Noticias	(m)	....	Independent Conservative	Augusto de Castro
Diario de Governo	(d)	....	Official Gazette	Imprensa Nacional (Prop.)
Diario Popular	(e)	....	Independent Conservative	Luiz Forjaz Trigueiros
Jornal do Commercio	(d)	....	Commerce and Industry	Diniz Bordallo Pinheiro
Novidados	(d)	....	Catholic	Rev. Avelino Goncalves
Republica	(e)	....	Republican Independent	Carvalhão Duarte (Dir.)
O Seculo	(m)	....	Independent Conservative	J Pereira da Rosa
A. Voz	(d)	....	Independent Conservative-Catholic	Pedro Correia Marques
Anglo-Portuguese News	(d)	....	British	Luis Marques
OPORTO				
Diario do Norte	(d)	....	Independent	Dr Antonio Cruz
Primeiro de Janeiro	(m)	....	Republican	M Pinto de Azevedo, Jr.
O Commercio do Porto	(m)	....	Independent Conservative	Fortunato Sella Cardosa
Jornal de Noticias	(d)	....	Independent	M. Pacheco de Miranda

AZORES

City	Name of Paper	Name of Director(s)
Ponta Delgada	Correio dos Açores	Dr. A. Read Henriques
	Diario dos Açores	Dr. Carlos Carreiro Dr. Manuel Resende Correia

CAPE VERDE ISLANDS

City	Name of Paper	Name of Director(s)
Sao Vicente	Notícias de Cabo Verde	M. Ribieiro de Almeida Raul Ribeiro

MADEIRA ISLAND

City	Name of Paper	Name of Director(s)
Funchal	Diário de Notícias	Dr. Alberto de Araújo
	O Jornal	José R. B. Machado

RUMANIA

(All press and publications are controlled by the Rumanian Workers' (Communist) Party—RWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief
Bucharest	Scinteia (The Spark)	1931	950,000	MDexMon	Rumanian	Rumanian Worker's Party	Sorin Toma
	Munca (Labor)	1943	.....	MDexMon	Rumanian	Central Council of Trade Unions	Al. Bondoc
	Steagul Rosu (Red Star) (formerly Viata Capitalei)	1953	.....	MDexMon	Rumanian	Town and Regional Party Committees and People's Council	Bucur Branisteanu
	Scinteia Tineretuli (Spark of Youth)	1944	77,000	MDexMon	Rumanian	Union of Working Youth	D. Popescu
	Veac Nou (New Era)	1944	.....	Weekly	Rumanian	Rumanian-Soviet Friendship Association	Victor Rusu
	Aparare Patriei (Defense of the Fatherland)	1945	.....	MDexMon	Rumanian	Ministry of National Defense	Maj. Gen. Gheorghe Zaharia
	Informatia Bucurestiului (Bucharest Information)	1952	.....	MDexMon	Rumanian	Bucharest Party Committee and People's Council	Emil Stefan
	Neuer Weg (New Way)	1948	.....	MDexMon	German	People's Council of the Rumanian People's Republic	E. Breitenstein
	Rominia Libera (Free Rumania)	1942	.....	MDexMon	Rumanian	Semi-official organ of RWP	Marcel Breazu
Oradea	Faklya (The Torch)	.....	.....	MDexMon	Hungarian	District Party Committee and People's Council	Vasil Tropan
Targu-Jiu	Steagul Nostru (Our Star)	.....	.....	Weekly	Rumanian	District Party Committee and People's Council	.....
Bacau	Steagul Rosu (Red Star)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Constantin Mastahac
Iasi (Jassy)	Flacara Iasului (Flame of Iasi)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	I. Vishinovschi
Ploesti	Flacara Prahovei (Flame of Prahovei)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Moise Lovensohn
	Viata Buzaului (Life of Buzau)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Stoica Turcu

(Continued on Page 410)

DAILY NEWSPAPERS OF EUROPE—Continued

U. S. S. R. (SOVIET UNION)

NOTE: Information about many Soviet newspapers, such as names of editors, circulation, etc., is hard to come by. Some of the papers themselves have not been allowed to circulate outside the country; this applies to almost all papers ranking below the republic level of political jurisdiction, including even those of Leningrad and other major cities. Figures for total number of newspapers (7,537) and total circulation per issue (53,500,000 in 1956) lump dailies, weeklies, triweeklies, etc., with no breakdown.

The information below was compiled by Leo Gruliow, editor of the Current Digest of the Soviet Press, 405 West 117 Street, New York. The Current Digest is published weekly at Columbia University by a joint committee of the American Council of Learned Societies and Social Science Research Council. The Current Digest staff translates the contents of Pravda and Izvestia, plus selections from 60 additional Soviet newspapers and magazines, in order to make this material available in English to researchers, editors, commentators and government bodies requiring it in their work.

Newspapers listed below are in Russian unless language is indicated in "Notes" column. "Issues" shows number of issues per year. Dailies are A.M. unless otherwise stated.

Newspaper	Publisher	Editor	Issues	Circulation	Notes
		MOSCOW			
Pravda (Truth)	Central Committee of Communist Party of the Soviet Union	Pavel A. Satyukow	365	5,500,000	Printed in 16 cities. Most authoritative daily.
Izvestia (News)	Presidium of U.S.S.R. Supreme Soviet	Konstantin A. Gubin	300	1,550,000	Printed in eight cities. Authoritative on foreign affairs and work of Soviets (local governments).
Sovetskaya Rossia (Soviet Russia)	Russian Republic Communist Party Bureau and Russian Republic Council of Ministers		312	1,700,000	Started July 1, 1956. Popular general daily, printed in eight cities of Russian Republic
Komsomolskaya pravda (Young Communist League Truth)	Central Committee of Young Communist League	A. I. Ajubei	300	1,500,000	Concentrates on youth—published from Pravda plant but a separate newspaper
Trud (Labor)	Central Council of Trade Unions	B. S. Burkov	300	700,000	Specializes in union affairs but also constitutes a large general daily.
Krasnaya zvezda (Red Star)	Ministry of Defense	N. I. Makeyev	300		Daily for and about armed forces; also covers general news.
Sovetsky flot (Soviet Navy)	Ministry of Defense	I. I. Zolin	300		Navy daily, similar to Krasnaya zvezda (above)
Promyshlenno-ekonomicheskaya gazeta (Industrial-Economic Gazette)	State Scientific-Technical Committee of Council of Ministers	V. A. Goncharov	156		Newspaper of Industrial management.
Selskoye khozyaistvo (Agriculture)	Ministry of Agriculture and Farm Workers' Trade Union	A. M. Sirotin	300	700,000	Devoted primarily to farm problems but also carries general news.
Moskovskaya pravda (Moscow Truth)	Moscow Province and City Communist Party and Soviets	Dmitry M. Emelyanov	300	500,000	Local Moscow daily, distinct from Pravda.
Vechernyaya Moskva (Evening Moscow)	Moscow City Communist Party and Soviet	A. A. Fomichev	300	225,000	Local P.M. daily, popular and lively in tone.
Literaturnaya gazeta (Literary Gazette)	Board of Union of Soviet Writers	V. Kochetov	156	850,000	Deals primarily with literature but also with life and culture generally.
Gudok (The Train Whistle)	Transportation Ministry and Railwaymen's Trade Union	B. I. Krasnikov	300		Daily for railwaymen.
Sovetskaya kultura (Soviet Culture)	Ministry of Culture and Trade Union of Workers of Culture	V. I. Orlov	156	190,000	Deals with all arts, radio, TV and lectures.
Uchitelskaya gazeta (Teachers' Gazette)	Ministries of Education and School Employees' Trade Union	N. M. Parfenova	104		A professional newspaper.
Sovetsky patriot (Soviet Patriot)	Society for Cooperation With Armed Forces	V. V. Gubaryev	104		Started April 1, 1956. Civil defense newspaper.
Sovetskaya torgovlya (Soviet Trade)	Trade Ministry and Union of Trade Workers	A. G. Kozlov	156	200,000	Newspaper of wholesale and retail trade, also general.
Meditsinsky rabotnik (Medical Worker)	Ministries of Public Health and Medical Workers' Trade Union	E. A. Vasyukova	104		A professional paper.

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DAILY NEWSPAPERS OF EUROPE—Continued

SOVIET UNION—Continued

Newspaper	Publisher	Editor	Issues	Circulation	Notes
Moscow News (English)	Society for Cultural Relations With Foreign Countries		104		Started 1956. For tourists and foreign propaganda.
Pionerskaya pravda (Young Pioneer Truth)	Young Communist League	T. V. Matveyeva	104	3,000,000	Tabloid for children—two-color printing.
Sovetsky sport (Soviet Sports)	Council of Ministers' Sports Committee and Central Council of Trade Unions	N. I. Lyubomirov	156		Sports tabloid.
		LENINGRAD			
Leningradskaya pravda (Leningrad Truth)	Leningrad Province and City Communist Party and Soviets	M. S. Kurtynin	300		Local daily.
Vecherny Leningrad (Evening Leningrad)	Leningrad City Communist Party and Soviet	G. F. Kondrashev	300		Local P.M. daily.
		KIEV			
Radyanska Ukraina (Soviet Ukraine)	Ukraine Communist Party, Supreme Soviet and Council of Ministers	O. Sidorenko	300	450,000	In Ukrainian.
Pravda Ukrainy (Ukraine Truth)	Ukraine Communist Party, Supreme Soviet and Council of Ministers	N. K. Belogurov	300		
		MINSK			
Zvyazda (Star)	Belorussian Communist Party, Supreme Soviet and Council of Ministers		300	115,000	In Belorussian.
Sovetskaya Belorussia (Soviet Belorussia)	Belorussian Communist Party, Supreme Soviet and Council of Ministers	O. A. Zdorovenin	300		
		ALMA-ATA			
Sotsialistik Kazakhstan (Socialist Kazakhstan)	Kazakhstan Communist Party Central Committee		300	75,000	In Kazakh.
Kazakhstanskaya pravda (Kazakhstan Truth)	Kazakhstan Communist Party Central Committee	F. F. Boyarsky	300		
		BAKU			
Kommunist (The Communist)	Azerbaijan and Baku Communist Parties	Kh. Vezirov	300	125,000	In Azerbaijanian.
Bakinsky rabochy (Baku Worker)	Azerbaijan and Baku Communist Parties	A. M. Malyutin	300		
		TASHKENT			
Kizil Uzbekiston (Red Uzbekistan)	Uzbekistan Communist Party, Supreme Soviet and Council of Ministers	I. A. Rakhimov	300		In Uzbek.
Pravda Vostoka (Truth of the East)	Uzbekistan Communist Party, Supreme Soviet and Council of Ministers	S. S. Cherkik	300		
		RIGA			
Cina (Struggle)	Latvian Communist Party and Supreme Soviet	P. Pizans	300	215,000	In Latvian.
Sovetskaya Latvia (Soviet Latvia)	Latvian Communist Party and Supreme Soviet	N. P. Saleyev	300		
		VILNIUS			
Tiesa (Truth)	Lithuanian Communist Party, Supreme Soviet and Council of Ministers	G. Zimanas	300	200,000	In Lithuanian.
Sovetskaya Litva (Soviet Lithuania)	Lithuanian Communist Party, Supreme Soviet and Council of Ministers	V. A. Meshcheryakov	300		
		TALLINN			
Rahva Haal (People's Voice)	Estonian and Tallinn Communist Party and Soviets		300	100,000	In Estonian.
Sovetskaya Estonia (Soviet Estonia)	Estonian Communist Party, Supreme Soviet and Council of Ministers	N. Karnaushenko	300		
		TBILISI (TIFLIS)			
Kommunisti (The Communist)	Georgian and Tbilisi Communist Party and Soviets	G. Pirtskhalava	300	175,000	In Georgian.
Zarya Vostoka (Dawn of the East)	Georgian and Tbilisi Communist Party and Soviets	I. Chkhvishvili	300		
		ASHKHABAD			
Sovet Turkmenistany (Soviet Turkmenia)	Turkmenian and Ashkhabad Communist Party and Turkmenian Supreme Soviet	Nurjan Amanov	300	40,000	In Turkmenian.
Turkmenskaya iskra (Turkmenian Spark)	Turkmenian and Ashkhabad Communist Party and Turkmenian Supreme Soviet	N. Putilin	300		
		EREVAN			
Sovetikan Aistan (Soviet Armenia)	Armenian Communist Party and Supreme Soviet	O. Bagdasaryan	300	90,000	In Armenian.
Kommunist (The Communist)	Armenian and Erevan Communist Party	V. A. Syrtsev	300		
		STALINABAD			
Tozhikistoni soveti (Soviet Tajikistan)	Tajik and Stalinabad Communist Party and Tajik Supreme Soviet	Aminzhan Khojibayev	300	44,400	In Tajik.
Kommunist Tajikistana (Communist of Tajikistan)	Tajik and Stalinabad Communist Party and Tajik Supreme Soviet	V. V. Sinytsin	300		
		FRUNZE			
Sovetik Kirgizstan (Soviet Kirgizia)	Kirgiz and Frunze Province Communist Party and Kirgiz Supreme Soviet and Council of Ministers	Asanbek Tokombayev	300	50,000	In Kirgiz.
Sovetskaya Kirgizia (Soviet Kirgizia)	Kirgiz and Frunze Province Communist Party and Kirgiz Supreme Soviet and Council of Ministers	P. S. Denisyuk	300		
		KISHINEV			
Sovetskaya Moldavia (Soviet Moldavia)	Moldavian Communist Party and Supreme Soviet	A. A. Golubitsky	300		

SPAIN

Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
	(1) 1 line, (p) 1 page, (w) 1 word, (mm) 1 millimeter, (cm) 1 centimeter		
	†All the papers marked with this cross before the name belong to the chain "Prensa del Movimiento" whose headquarters is in Madrid (Puerta del Sol, 11) to which all correspondence should be addressed for publication in any group of papers in the chain.		
Albacete (63,220)	Albacete (1942), ED	Antonio Andújar	(p) 1,200
			(l) 1
Alicante (65,000)	†Información (1940), MD	Gregorio C. Romero de Vicient	(p) 2,750
	†Lunes (1942), Mondays	Gregorio C. Romero de Vicient	
Almeria (75,989)	†Yugo (1939), MD	José Cirre	(w) 0.60
Avila (20,261)	El Diario de Avila (1898)	Juan Grande Martin	(l) de 3,00 a 1,00*
	*Depends on position in paper.		
Avilés (Oviedo) (19,650)	La Voz de Avilés (1908), MD	Juan González Wes-Dinten	(l) 2,00
Badajoz (55,488)	Hoy (1933), MD	Gregorio Herminio Pinilla	(p) 3,300
	Hoja Oficial del Lunes (1941) Mondays	Gregorio H. Pinilla	
Barcelona (1,880,195)	El Correo Catalán (1875), MD	Claudio Colomer Marqués	(p) 7,000
	Diario de Barcelona (1792), MD	Enrique del Castillo	(p) 3,750
			(cp) 2,000
	Hoja del Lunes (1926), Monday	D. Rafael Delclos	
	El Mundo Deportivo (1906) MED	José Luis Lasplazas	(l) 4.50
			(w) 0.40
	El Noticiero Universal (1888), ED	Luis G. Manegat	(p) 7,500
	†La Prensa (1941), ED	Antonio Sánchez Gómez	(p) 6,500
	†Solidaridad Nacional (1939), MD	Luis Santamarina	(p) 3,350
	La Vanguardia Española (1881) MD	Luis de Galinsoga	(p) 14,000 to 6,000
			(l) 1. to 3.

(Continued on Page 412)

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By **FAR** the largest newspaper in Sweden—

1—its Stockholm and suburbs circulation is greater than the combined Stockholm circulation of the next three morning newspapers. Its national circulation provides widest coverage of Sweden.

2—DN reaches more people with higher incomes.

3—DN carries **MORE ADVERTISING** than any other Swedish newspaper.

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EXPRESSEN Stockholm—Evening Daily. Sundays, 322,693—Weekdays, 312,543.

Stockholm's **"HOME"** newspaper. Circulation more than DOUBLED in 7 years. LARGEST evening newspaper in Sweden.

AHLEN & AKERLUNDS FORLAG Stockholm—**MAGAZINES:**

HUSMODERN — DAMERNAS VARLD — BILDJOURNALEN — SE — LEVANDE LIVET — VECKO-REVYN — HELA VARLDEN — ARET RUNT — VECKO-JOURNALEN — ALLT I HEMMET, HAVING A COMBINED CIRCULATION of well over **2,000,000** copies. Also: BONNIERS MANADSTIDNING-EVA and TEKNIKEN'S VARLD.

DENMARK

POLITIKEN Copenhagen—Morning Daily. Sundays, **273,005**—Weekdays, **148,072.**

Denmark's **leading** newspaper, carrying more **DISPLAY** advertising than any other Danish newspaper.

EKSTRABLADET Copenhagen—Evening Daily, 73,260.

Denmark's **largest** evening newspaper with excellent home coverage.

ERHVERVSLIV Copenhagen—leading monthly Trade Journal with a circulation of over **6,000,** reaching all industries in Denmark.

NORWAY

MORGENPOSTEN Oslo—Morning Daily.

One of Norway's leading dailies with a total circulation of over **57,000.**

All circulation figures are for the first six months of 1957 audited by impartial national organizations.

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DAILY NEWSPAPERS OF EUROPE—Continued

SPAIN—Continued

Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
Bilbao (197,200)	El Correo Español (1937), MD	Alejandro Echevarria	(p) 2,660
			(l) 2.
	La Gaceta del Norte (1901), MD	Antonio Gonzalez	(w) .25
	†Hierro (1937), ED	Bernardo Bureba	
	Hoja del Lunes (1931) Mondays	Bernardo Bureba	
Burgos (61,054)	Diario de Burgos (1891), MD	Esteban S. Alvarado	(l) 1.
	La Voz de Castilla (1944), MD	Fernando Ramos	
Cáceres (40,473)	Extremadura (1923), ED	Jesús Dionisio Acedo	
Cádiz (80,000)	Diario de Cádiz (1867), MD	Francisco Rodríquez	(p) 4,000
	Información del Lunes (1875), Monday	Manuel Cerón	
Cartagena (102,705)	El Noticiero (1934), ED	Manuel Carreño	
Castellón (49,116)	†El Mediterráneo (1938) MD	Jaime Nos	(p) 1,300
			(mm) .03
Ceuta (Marruecos) (50,614)	El Faro (1934), MD	Francisco Leria Ortiz	
Ciudad Real (32,864)	†Lanza (1943), ED	Jóse Gutierrez Ortega	(p) 1,200
			(l) 2.-
Córdoba (143,601)	†Córdoba (1941), MD	Pedro Alvarez	(p) 5,000
			(l) 2.10
			(w) 0.40
	Hoja Oficial del Lunes (1942) Mon.	Francisco Quesada	
La Coruña (99,103)	Hoja Oficial del Lunes (1941), Mon.	Enrique Santos	
	El Ideal Gallego (1917), MD	Manuel Santaella Pérez	(p) 2.075
	La Voz de Galicia (1882), MD	Pedro de Llano	
Gerona (29,652)	†Los Sitios (1943), MD	José Aguarón del Hoyo	
Gijón (Oviedo) (101,515)	El Comercio (1876), MD	Alfredo García	(w) 0.50
Granada (128,323)	Ideal (1932), MD	Santiago Lozano	(p) 2,000
			(w) 0.50
	†Patria (1936), MED.	Jose Maria Buguella	(p) 1,400
	Hoja Oficial del Lunes (1939), Mon.	Luis Vincente Prados	
Huelva (52,000)	†Odiel (1935), MD	Alejandro Daroca del Val	(w) .45 to .60
Huesca (17,500)	†Nueva Espana (1936)	Francisco Arias de Velasco	(l) .90
Ibiza (Balearic Islands) (8,500)	Diario de Ibiza (1897)	José Zorzosa	(p) 100.
Jaén (53,599)	†Jaén (1941), MD	Fausto Fernández	(p) 1,000
			(w) 0.50
Jerez de La Frontera (Cádiz) (85,000)	Ayer, MD	Valentín Domínguez Isla	(p) 2,150
Larache (Marruecos) (45,000)	Suspendido		
León (41,610)	El Diario de Leon (1906), ED	Filemon de la Cuesta	(p) 1,900
			(w) 0.40
	†Proa (1936), MD	Eugenio Diez Seco	(w) .25
Lérida (41,395)	†LaMañana (1938), MD	Felix Morales	(p) 1,500.
			(l) 3.
	†Hoja Oficial del Lunes (1942), Mon.	Fulgencio Miñano	
Logroño (45,895)	Nueva Rioja (1938), MD	Antonio Loma	(l) 2.50
Lugo (40,258)	El Progreso, MD. (1908)	Purificación de Cora	(p) 5,000
			(l) 2.
Madrid (1,987,263)	"ABC" (1905), MD	Torcuato Luca de Tena	(p) 5,500
			(l) 2.00
			(w) 1.25
	†Arriba (1935), MD	Ismael Herraiz	(p) 4,000
			(mm) 2.00
			(w) 1.00
	El Alcázar (1936), ED	Jose Molina	(p) 7,000
	Hoja Oficial del Lunes (1930), Mon.	Pedro Gómez Aparicio	(p) 13,500
	Informaciones (1922), ED	Juan José Penã	(p) 6,000
			(pp) 3,000
			(mm) 2. to 3.
	Madrid, ED (1939)	Juan Pujol Martinez	(p) 6,000
	†Marca (1942), MD	Nemesio Fernandez Cuesta	(p) 5,000
	†Pueblo (1940), ED	Emilio Romero	(p) 5,000
	Ya (1935), MD	Aquilino Morcillo	(p) 14,000
			(w) 1.60
Mahón (Balearic Islands) (16,679)	†Menorca (1936), MD	Fernando Jansá	(p) 760.00
			(l) 1.50
Málaga (234,619)	Hoja del Lunes (1937), Mon	Angel Conejo	
	†Sur (1937), MD	Francisco M. Sanz	(l) 1.25
Melilla (Marruecos) (69,133)	El Telegrama del Rif (1902), MD	Manuel Galván	
Murcia (186,778)	La Verdad (1903), MD	José Ballester	(p) 2,000
	†Linea (1939), MD	José Sanchez Moreno	(p) 1,000
	Murcia (1943), Mon	Isidoro Martín	
Orense (27,412)	La Región (1910), MD	Ricardo Outeriño	(l) 1.00
Oviedo (78,236)	†La Nueva España (1936), MD	Francisco Arias	
	La Voz de Asturias (1923), MD	Roberto Velazquez Riera	(p)
			(l) 0.25
	Región (1923), MD	Ricardo Vázquez-Prada	(l) 1.
	El Diario Palentino (1882), MD	José Alonso de Ojeda	(l) 1.50
Palma De Mallorca (Balearic Islands) (97,000)	†Baleares (1939), MD	Jorge Andreu Alcover	(p) 0.75
			(p) 2,000
			(l) 1.35
	Diario de Mallorca	Antonio Sabater Mut	
	El Correo de Mallorca (1910) MD	(Suspended)	(mm) 0.60
	†Hoja del Lunes (1936), Mon	Antonio Sabater	
	La Almudaina (1885), MD	(Suspended)	
	La Ultima Hora (1893), ED	José Tous (hijo)	(p) 1,500
Palmas de Gran Canaria (Canary Islands) (78,264)	Diario de Las Palmas	Pedro Perdomo	
	†Falange (1936), MD	Ignacio Quintana	(cm) 3.00
	La Provincia (1911), MED	Antonio de la Nuez	(p) 1,500
Pamplona (62,391)	†Arriba Espana (1939), MD	Mariano Prado	(l) 1.00
	Diario De Navarra (1903), MD	Raimundo García	
	Lunes (1936), Mon	Mariano Prado	
	El Pensamiento Navarro (1897), MD	Francisco López Sanz	
Salamanca (70,345)	El Adelanto (1883), MD	Luciano Sánchez Fraile	(l) 0.60
	La Gaceta Regional (1920), MD	Francisco Bravo Martinez	(l) 0.80 to 2.00
	Hoja del Lunes (1943), Mon	Antolín Martín	
San Sebastián (93,000)	El Diario Vasco (1909), MD	Juan Maria Pena	(p) 6,000
	Hoja del Lunes, Mon	Ignacio Maria Jaúregui	
	†La Voz de España (1936), MD	Jesús Revuelta Imaz	(pp) 800.00
	†Unidad (1936), ED	Jose Ramon Aparicio	
Santa Cruz de Tenerife (Canary Islands) (72,356)	El Dia (1939), MD	Agustín Santos	
	La Tarde (1927), ED	Jose Sanz Moliner	(p) 2,250
Santa Isabel (Fernando Po Island) (19,269)	†Ebano (1939), MD	Sebastian Llompart	
Santander (100,876)	†Alerta (1937), MD	Francisco de Cáceres	
	El Diario Montañés (1902), MD	Manuel González Hoyos	(l) 2.00 to 8.00*
	*Depends on position in paper.		
	Hoja del Lunes (1935)	Julio Jenaro Abin	
Santiago de Compostela (Coruña) (42,782)	El Correo Gallego (1878), MD	Jose Goni	
	La Noche, ED	Jose Goni	
Segovia (24,977)	El Adelantado de Ségovia (1901) ED	Luis Cano Lozano	(p) 1,500
			(l) 0.60
			(w) 0.25
Sevilla (312,123)	ABC (1929), MD	Antonio Olmedo Delgado	(p) 1,600
	El Correo de Andalucía (1899), MD	José María Montoto	(p) 1,000
			(lmm) 0.75
	Lunes (1934), Mon. Suplemento dominical	Ramón Resa	
	†Sevilla (1942), ED	Javier Jiminez	(l) 1.75
Tánger (60,000)	España (1936), MD. Suplemento dominical	Juan Estelrich	(p) 3,750
			(w) 0.50
Tarragona (34,506)	†Diario Español (1939), MD	Domingo Mediano	(p) 450.00
Teruel (16,172)	†Lucha, (1936), MD	José María López	*
Tetuán (Marruecos) (75,420)	Diario de Africa, (1945), MD	Jose Carrasco Tellez	(p) 2,500
Valencia (454,000)	Hoja del Lunes (1936), Mon	Martín Domínguez	
	†Jornada (1941), ED	Jose Barbera	(p) 2,400
	Las Provincias (1866), MD	Martín Dominguez	(p) 4,000
	†Levante (1939), MD	Jose Molina	
Valladolid (116,024)	Diario Regional (1908), MD	Manuel Santaella	(p) 3,000
			(w) .10
	El Norte de Castilla (1854), MD	Gabriel Herrero	(l) 1.00 to 3.00
	Hoja del Lunes, Mon	Narciso García	
	†Libertad (1931), MD	Alberto Crespo	(p) 2,000
			(l) 1.00
Vigo (140,000)	Faro de Vigo (1853), MD	Francisco Leal Insúa	(l) 2.00 to 5.00*
	*Depends on position in paper		(p) 5,200
	†El Pueblo Gallego (1923), MD	José María Castroviejo	(p) 3,000
	Hoja del Lunes (1934), Mon	Gonzalo Rey Alar	
Vitoria (49,752)	El Pensamiento Alavés (1932), ED	Bernardino Merino	
Zamora (32,626)	El Correo de Zamora (1897) ED	Nicolás Rodríguez	(l) 0.70
	†Imperio (1936), MD	Juan de Dios Ruiz	(p) 400.00
Zaragoza (238,626)	†Amanecer (1938), MD	(90)	(p) 4,000
			(l) 3.-
			(w) 0.50
	El Noticiero (1904), ED	Ramón Gelma	(l) 2.50
	Heraldo de Aragón (1895), MD	Antonio Bruned (94)	(l) 4.00
	Hoja del Lunes (1936), Mon	Emilio Alfaro	

SWEDEN

Compiled by the Swedish Audit Bureau of Circulation (ABC), Stockholm Tidningsstatistik Aktiebolag (T. S.), Stockholm

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Alingsås (16,956)	Alingsås Tidning	1864	E.Mon Wed.Fri.	4,812	AB William Michelsens Boktryckeri, Alingsås	O. W. Michelsen	Bengt Michelsen	1.96	22.04	15.75	8	Liberal	0.30 mm
	Elfsborgs Läns Tidning	1892	M.Tue. Thur.Sat.	7,938									
Boden (12,491)	Norrländska Socialdemokraten	1919	MDexSun	34,647	Tryckeri AB Norrländska Socialdemokraten	Filip Persson	Sture Lagerberg	1.96	19.68	13.78	16	Labor	0.51 mm
Bollnäs (6,112)	Ljusnan	1912	EDexSun	13,052	Tryckeri AB Ljusnan	Hildur Skold	Alex Mattsson	1.96	20.47	13.78	12	Liberal	0.45 mm
Borlänge (25,009)	Borlänge Tidning	1935	MDexSun	8,400	Dalarnes Tidnings och Boktryckeri AB	Carl Lidman	V. Ohlars	1.93	19.68	13.50	12-16	Neutral	0.50 mm
Borås (63,857)	Borås Tidning	1826	MD	32,006D 31,291S.	AB Borås Tidning	Tore Wärenstam	John Odhagen	1.93	20.27	13.50	16	Conservative	0.52 mmD 10% inc.Sat.
	Västgöta-Demokraten	1926	ED	19,240D 18,647S.	Sjuhäradsbygdens Tryckeri AB	Börje Lindkuist	Carl Johansson	1.93	19.68	13.50	12.7	Labor	0.52 mm
Eksjö (9,976)	Smålands- Tidnigen	1899	MDexSun	10,259	Smålands-Tidningens Tr. AB	Carl Olof Hamrin	Sune Toft	1.96	18.11	13.78	13	Liberal	0.45 mm
	Smålands Dagblad	1929		8,121									
	Tranås Tidning	1875		3,543									
Eskilstuna (57,639)	Eskilstuna-Kuriren	1890	EDexSun	18,773	Eskilstuna-Kurirens Tr. AB	Roland Akerlund	Sven Anderson	1.94	19.88	13.64	15	Liberal	0.55
	Folket	1905	EDexSun	29,405	Tidningen Folket AB	Joel Ljungquist	Evert Larmén	1.93	20.07	13.50	14-16	Labor	0.50 mm
Falkenberg (10,322)	Hallands Nyheter	1905	MDexSun	16,066	Hallands Nyheters Tryckeri	Gust. Ad. Jansson	Nils Bierke	1.96	19.09	13.78	12.5	Agrarian	0.41 mmD 10% inc.Sat.
Falköping (13,205)	Skaraborgaren	1926	MDexSun	5,787	AB Skaraborgaren	Anton Johansson	Karl G. Lindberg	1.93	19.68	13.50	9	Labor	0.35 mm
Falun (18,453)	Dala-Demokraten	1917	MDexSun	23,618	AB Dala-Demokraten	Werner Westberg	Birger Eriksson	1.95	20.47	13.66	14	Labor	0.50 mm
	Falu-Kuriren	1894	MDexSun	26,103	Falu Kurirens AB	Rudolf Bengtsson	Ulf Englund	1.93	20.07	13.50	14	Liberal	0.50 mm
Gävle (51,557)	Arbetarbladet	1902	EDexSun	32,094	AB Arbetarbladet	Anders Thunstedt	Henning Uggla	1.93	20.07	13.50	14	Labor	0.45 mm
	Gefle Dagblad	1895	MDexSun	26,423	Gefle Dagblads AB	Nils Kindenberg	Alwar Mårtensson	1.93	20.07	13.50	12-16	Liberal	0.45 mm
Göteborg (387,061)	Arbetartidningen	1929	EDexSun		Andelsföreningen Arbetartidningen u.p.a.	Ernst Andersson	R. Nordvall	1.96	16.53	11.81	12	Communist	0.50 mm
	Göteborgs Handels-och Sjöfarts-Tidning	1832	MDexSun	46,073	Göteborgs Handelstidnings AB	Oscar Malmberg	John Ramborgh	1.96	20.47	15.75	18	Liberal	0.65 mm
	Göteborgs-Posten	1813	MD	227,883D 203,163S.	Göteborgs-Postens Nya AB	Ebba Ljunggren	John Berglund	1.96	20.47	13.78	24	Liberal	1.15 mm
	Göteborgs-Tidningen	1902	ED	57,094D	Göteborgs Handelstidnings AB	Oscar Malmberg	John Ramborgh	1.96	15.74	9.80	24-26	Liberal	0.60 mm
			M	122,992S				1.96	20.47	15.75	28		0.90 mm
	Ny Tid	1892	MD	50,303D 41,585S.	Tryckeri AB Framåt	Kurt Sehlstedt	Ake Persson	1.88	20.07	12.83	16	Labor	0.72 mm
Halmstad (37,686)	Hallands Dagblad m. Halländingen	1876	MDexSun	9,401	Hallands Dagblads AB	Rune Blomqvist	Lennart Rydén	1.96	19.68	13.78	12-16	Conservative	0.45 mmD 10% inc.Sat.

DAILY NEWSPAPERS OF EUROPE—Continued

SWEDEN—Continued

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Halmstad—Cont'd	Hallandsposten	1850	MDexSun	25,703	Henrik F. Svensson	Henrik F. Svensson	Egon Svensson	1.96	20.07	13.78	12-18	Liberal	0.47 mmD 10% inc.Sat.
Hälsingborg (74,947)	Helsingborgs Dagblad	1884	MD	25,812D 44,021S	Helsingborgs Dagblad AB	Ove Sommelius	Svea Matsson	1.93	19.96	13.50	16	Conservative	0.63 mmD 0.75 mmSun.
	Skånes Annonsblad	1893	MDexSun	2,947				1.93	19.68	13.50	8	Neutral	0.30mm
	Nordvästra Skånes Tidningar:												
	In Hälsingborg:												
	Eslövs Tidning	1878		1,666									
	Höganäs Tidning	1897		3,963									
	Landskrona-Posten	1896	MDexSun	9,520	Nordv. Skånes Tidningar	Thure Jansson	Jan Jansson	1.96	20.07	13.78	14-16	Conservative	0.60 mm
	Öresunds-Posten	1847		9,905 44,554									
	In Angelholms:												
	Engelholms Tidning	1867		14,567									
	Klippans Tidning	1898		4,933									
	Nyheterna	1907	EDexSun	16,162	Tryckeri AB Demokraten	Sven-Eric Rosander	Göte Björnsson	1.94	19.68	13.64	12-16	Labor	0.45 mm
Härnösand (16,583)	Västernorrlands Allehanda	1874	MDexSun	16,509	Härnösands Boktryckeri AB	Kjell Norberg	Richard Baumgren	1.96	21.27	13.78	13,2	Conservative	0.42 mm
Hässleholm (12,436)	Norra Skåne	1899	MDexSun	16,305	Tidnings AB Norra Skåne	J. Karlgren	Gösta Nilsson	1.93	20.07	13.50	12	Agrarian	0.40 mmD 10% inc.Sat.
Hörby (3,443)	Mellersta Skåne	1911	MDexSun	6,807	AB Mellersta Skånes Tidningar	Walborg Persson	Åke Andersson	1.96	22.04	13.78	8	Liberal	0.39 mmD 10% inc.Sat.
Hudiksvall (10,796)	Hudiksvalls Nyheter	1900	MDexSun	5,250	Hudiksvalls Nyheters AB	Roland Broberg	Bruno Ekberg	1.96	20.07	13.78	10	Liberal	0.45 mm
	Hudiksvalls-Tidningen	1909	MDexSun	10,305 12,364	Hudiksvalls-Tidningens Tr. AB	Allon Ekwall	K. Åhs	1.93	19.68	13.50	10-12	Agrarian	0.45 mm
	Hälsinglands Tidning	1909		2,059									
Jönköping (48,702)	Jönköpings-Posten	1865	EDexSun	26,181	H. Halls Boktryckeri AB	C.-O. Hamrin	Nils Schön	1.93	20.07	13.50	16	Liberal	0.48 mm
	Smålands Allehanda	1879	MDexSun	11,194 13,262	Tidnings AB Smålands Allehanda	E. G. Ekberg	T. Norrman	2.14	20.66	15.01	12	Conservative	0.45 mm
	Eksjö-Tidningen			1,115									
	Nassjö-Tidningen			953									
	Smålandsbygdens Tidning	1925	MDexSun	5,407	Smålandsbygdens Tidning AB	Oskar Skaar	B. Ericsson	1.96	21.27	13.78	10	Agrarian	0.40 mm
	Smålands Folkblad	1901	EDexSun	14,974	Tryckeri AB Småland	Ragnar Åkerberg	Bo Wählin	1.96	20.07	13.78	16	Labor	0.45 mm
Kalmar (29,457)	Barometern	1841	MDexSun	25,964	Tidningen Barometerns AB	Tage Forsberg	Birger Kronberg	1.93	20.27	13.50	16	Conservative	0.45 mmD 10% inc.Sat.
	Kalmar Läns Tidning	1827	MDexSun	5,063	Kalmar Tryckeri AB	Erik Fredriksson	Erik Fredriksson	1.93	19.68	13.50	10-12	Agrarian	0.43 mm 10% inc.Sat.
	Östra Småland	1928	MDexSun	8,470 16,013	Tidningen Östra Småland AB	Bengt Tingsgard	Martin Karlsson	1.94	20.87	13.64	12	Labor	0.55 mm
	Oskarshamns Nyheterna	1866		4,457									
	Vasteviks-Demokraten	1944		3,086									
Karlshamn (11,529)	Karlshamns Allehanda	1847	MDexSun	6,361	Sven J. Bengtsson	Sven J. Bengtsson	Jarl Martensson	1.96	20.87	13.78	8-12	Conservative	0.37 mmD 0.39 mmSat.
Karlskoga (34,159)	Karlskoga Tidning	1883	EDexSun	8,678	Karlskoga Tidnings Tryckeri AB	E. Brandenfeldt	Matts Martinsson	1.96	19.68	13.78	10	Neutral	0.45 mm
Karlskrona (33,725)	Blekinge Läns Tidning	1869	MDexSun	23,141	AB Blekinge Läns Tidning	Arne Janner	Arvid Petersson	1.96	20.07	13.78	12-16	Liberal	0.44 mmD 0.46 mmSat.
	Sydöstra Sveriges Dagblad	1903	MDexSun	14,330	Sydöstra Sveriges Dagblad AB	Wiking Thomasson	Åke Paulrud	1.95	19.09	13.66	12-16	Labor	0.44 mmD 0.46 mmSat.
Karlstad (39,588)	Karlstads-Tidningen	1879	MSat		Karlstads-Tidningens AB	G. Salomonsson	S. Holmström	1.96	19.68	13.78	20-32	Liberal	0.43 mmD
	Nya Wermlands-Tidningen	1836	MDexSun	60,803	Nya Wermlands-Tidningens AB	Gustaf Ander	Edv. Järkholm	2.04	20.66	14.72	16	Conservative	0.60 mmD 10% inc.Sat
	Värmlands Folkblad	1918	MDexSun	23,963	Tr. AB Värmlands Folkblad	Nils Wallander	Gust. Berg	1.96	19.68	13.78	12	Labor	0.52 mmD 10% inc.Sat.
Katrineholm (17,199)	Katrineholms-Kuriren	1916	EDexSun	10,226 10,645	Katrineholms-Kurirens Tr AB	Erik Hellberg	Tore Johansson	1.93	20.07	13.50	12	Liberal	0.42 mm
	Flens Dagblad	1953		419									
Kristianstad (25,071)	Kristianstads Läns-Demokraten	1933	EDexSun		AB Läns-Demokraten	Arthur Nilsson	Roland Johansson	1.96	20.07	13.78	10	Labor	0.40 mmD 10% inc.Sat.
	Nyaste Kristianstadsbladet	1856	MDexSun	24,204	Larsson & Olofson	Nils Larsson	Niss Håkansson	1.96	19.68	13.78	14	Liberal	0.40 mmD 10% inc.Sat.
Laholm (3,307)	Laholms Tidning	1931	MDexSun	3,486	Föreningen Laholms Tidning u.p.a.	J. B. Bengtsson	Stig Jonsson	1.96	19.68	13.78	8	Agrarian	0.35 mmD 10% inc.Sat.
Linköping (62,160)	Östgöta Correspondenten	1838	MDexSun	50,766	AB Östgöta Correspondenten	Ingvar Arén	Elow Wahlin	1.96	20.66	13.78	20	Conservative	0.50 mmD 0.53 mmSat.
	Östgöten	1872	EDexSun	14,101	Tidnings AB Östogöten	Rudolf Lindholm	Karl-Axel Kernell	1.96	20.07	13.78	14	Labor	0.46 mmD 0.49 mmSat.
Luleå (28,464)	Norrbottens-Kuriren	1861	MDexSun	21,007	Norrbottens-Kuriren	Halvar Isakson	Bertil Landfors	1.96	20.66	15.75	16	Conservative	0.46 mm
	Norrskensflamman	1906	MDexSun		Tidningsföreningen Norrskensflamman u.p.a.	Einar Broström	Elov Larsson	2.16	15.74	10.82	12	Communist	0.43 mm
Lund (37,710)	Lunds Dagblad	1775	MDexSun		Lunds Dagblad AB	Tage Ahlbom	Tage Bergkvist	15.74	9.80	16		Liberal	0.36 mm
Malmö (213,260)	Arbetet	1887	ED MD	47,098D 84,659S	Tryckeri AB Framtiden	Börje Tengblad	Hugo Holmström	1.93	20.27	15.43	17	Labor	0.64 mmD 0.87 mmSun.
	Kvällsposten (6)	1948	ED	37,903D 75,734S	Kvällsposten AB	Gustaf Andrén	Gunnar Sixtensson	1.96	15.55	9.80	20	Conservative	0.45 mmD 0.70 mmSun.
	Skånska Dagbladet	1888	MDexSun	42,877	AB Skånska Dagbladet	Carl Fr. Ljunggren	Alf Hoppeler	1.96	22.48	15.75	16-18	Agrarian	0.62 mmD 0.68 mmSat.
	Sydsvenska Dagbladet Snällposten (6)	1848	MD	79,413D 140,594S	Sydsvenska Dagbladets AB	Christer Wahlgren	Ewert Larson	1.96	22.48	15.75	18	Conservative	0.75 mmD 1.20 mmSun.
Norrköping (89,226)	Norrköpings Tidningar	1758	EDexSun	24,945	Norrköpings Tidningars AB	Harald Molander	Olof Pettersson	1.96	20.07	13.78	16	Conservative	0.45 mmD 0.48 mmSat.
	Östergötlands Dagblad	1890	MDexSun	20,837	Östergötlands Dagblads AB	Harald Molander	Stefan Joëlius	1.96	19.96	13.78	16	Conservative	0.45 mmD 0.48 mmSat.
	Östergötlands Folkblad	1905	EDexSun	16,417	Tryckeri AB Norrköping	Sven Bränh	Richard Winkfield	1.96	20.07	13.78	13,5	Labor	0.45 mmD 0.48 mmSat.
Nyköping (22,219)	Södermanlands Nyheter	1893	EDexSun	16,037	Gust Osterbergs Tryckeri AB	Armas Morby	Sven Ekström	1.94	19.48	13.64	12	Liberal	0.42 mm
Oskarshamn (11,889)	Oskarshamns-Tidningen	1880	MDexSun	12,004	Nya AB Oskarshamns-Tidningen	Sven Sedvallson	Folke Rydén	1.96	20.27	13.78	11	Conservative	0.43 mmD 0.47 mmSat.
Piteå (6,667)	Piteå-Tidningen	1915	MDexSun	9,119	Piteå-Tidningens AB	Stig Jansson	Egil Johansson	1.96	20.07	13.78	10	Labor	0.40 mm
Sala (10,781)	Sala Allehanda	1879	MDexSun	7,864	Ågren & Holmbergs Boktr. AB	Charles Söderström	Alvar Christiansson	1.96	20.47	13.78	8	Neutral	0.44 mm
Skara (8,828)	Skaraborga Lans Tidning Vastergotlands Annonsblad med. Skara Tidning	1813	MDexSun	19,463	Skaraborgs Lans Tryckeri AB	E. G. Torgny	Bernhard Unker	1.96	20.00	13.78	13.78	12	Conservative 0.37 mm
Skovde (21,798)	Skaraborgs Läns Annonsblad	1884	M.Tue. Thu.Sat.	9,531	Isakssonska Boktryckeri AB	Henning Ahlberg	Sigurd Ahlberg	2.12	19.68	14.88	8-10	Agrarian	0.32 mm
Sollefteå (9,716)	Nord-Sverige	1919	MDexSun	6,103	Tryckeri AB Nord-Sverige	Gustaf Andersson	Curt Hasselborg	1.96	22.04	15.75	12	Agrarian	0.42 mm
	Nya Norrland	1907	MDexSun	20,635	Tryckeri AB Nya Norrland	Folke Vägberg	Frank Ainell	1.96	20.07	13.78	13,5	Labor	0.42 mm
Stockholm (794,113)	Aftonbladet (6)	1830	ED	184,198D 192,986S	Aftonbladets AB	Helmer Wikström	Ove Lind	1.94	17.32	11.69	25,2	Neutral	1.25 D 1.35 Sun.
	Dagen	1944	MDexSun	25,043	Tidnings-AB Dagen	Karl G. Ottosson	Bror Lindberg	1.96	20.07	13.78	10	Neutral	0.60 mm
	Dagens Nyheter (20)	1864	MD	331,866D 377,091S	Dagens Nyheters AB	Helge Heilborn	Sven Boethius	1.95	20.47	15.62	32	Liberal	1.75 D 2.00 Sun
	Dagstidningen Arbetaren	1922	MDexSun	x	Sveriges Arbetares Centralorganisation	Evert Arvidsson		1.96	17.32	11.81	12	Syndicalist	0.50 mm
	Expressen (20)	1944	ED	312,500D 322,700S	AB Kvällstidningen Expressen	Helge Heilborn	Erik Geijer	1.94	15.35	9.70	28,3	Liberal	1.80 D 1.95 Sun.
	Morgon-Bladet	1890	MDexSun	26,256	Svenska Morgonbladet AB	John Lorentzi	E. Th. Hock	1.96	20.07	13.78	15	Liberal	0.75 mm
	Morgon-Tidningen	1885	MD	49,357D 102,307S	A-Tryck AB	Helmer Wikström	Nils Castelius	1.93	20.07	13.50	16	Labor	0.75 mmD 1.07 mmSun.
	Ny Dag	1930	MDexSun	x	Tidningsföreningen Ny Dag u.p.a.	Nils Elison	Erik Karlsson	2.12	16.22	10.63	12-16	Communist	0.60 mm
	Stockholms-Tidningen (6)	1889	MD	140,223D 174,167S	Stockholms-Tidningens AB	Helmer Wikstrom	Åke Fernquist	1.95	21.65	15.62	21	Neutral	1.40 D 1.55 Sun.
	Svenska Dagbladet	1884	MD	126,665D 129,261S	Svenska Dagbladets AB	Harry Grönfors	Sten Grytt	1.94	23.00	15.60	20-22	Conservative	1.40 D 1.55 Sun.
Sundsvall (27,987)	Dagbladet	1900	MDexSun	11,699	Tryckerifören. Nya Samhället	Tord Berggren	G. Swedenmark	1.96	20.07	13.78	12	Labor	0.44 mm
	Sundsvalls-Posten	1859	EDexSun	6,961	Boktryckeri AB i Sundsvall	Erik Sällvin	John Mattsson	1.96	19.68	13.78		Conservative	0.42 mm
	Sundsvalls Tidning	1841	MD	25,594D 31,438S	Sundsvalls Tidnings AB	Bror Berg	John Nyström	1.95	20.07	13.66	14,7	Liberal	0.44 mm
Söderhamm (12,417)	Söderhamns-Kuriren		EDexSun	8,070 14,124	AB Söderhamns-Kurirens Tr.	Harald Olsson	Lasse Berglund	1.93	19.68	13.50	10	Labor	0.45 mm
	Hälsinge-Kuriren	1895	MDexSun	6,054									
	Söderhamns Tidning	1878	MDexSun		Söderhamns Tidnings Tr. AB	Alex Medin	S. Sjöström	1.96	19.68	13.78	10	Liberal	0.45 mm
Trelleborg (18,159)	Trelleborgs Allehanda	1876	MDexSun	8,963	Tryckeri AB Allehanda	Robert Ohlsson	Göte Svensson	1.96	21.27	13.78	10	Liberal	0.33 mm
Uddevalla (29,583)	Bohusläningen	1878	MDexSun	24,773	Bohusläningens AB	Stig Holm	Carl-Axel Klingspor	1.94	20.07	13.64	12	Liberal	0.45 mmD 0.48 mmSat.
	Kuriren	1903	MDexSun	10,786	Nya Tryckeri AB Kuriren	Harry Fondin	Arvid Klang	1.95	17.32	13.66	11	Labor	0.45 mmD 0.47 mmSat.
Umeå (19,904)	Västerbottens Folkblad	1917	MDexSun	16,157	Tr. AB Västerbottens Folkblad	Harald Johansson	Tore Lundqvist	1.96	17.85	11.81	16	Labor	0.43 mm
	Västerbottens-Kuriren	1900	MDexSun	30,215	Västerbottens-Kurirens AB	Sven Tollin	Gunnar Collberg	1.96	20.07	13.78	16	Liberal	0.45 mm
Uppsala (71,717)	Upsala	1845	MSat.	x	Nya AB Tidningen Upsala	Ossian Höglund	L. Öhlund	2.28	22.04	13.67	16	Conservative	0.38 mm
	Upsala Nya Tidning	1890	MDexSun	37,522	Upsala Nya Tidnings Nya AB	Georg Forssner	Hugo Johansson	2.12	22.04	14.88	12	Liberal	0.45 mm
Visby (15,364)	Gotlands Allehanda	1873	MDexSun	8,547	Gotlands Allehandas Tr. AB	L. Ekholm	E. Engström	1.96	19.27	13.78	8-12	Conservative	0.36 mm
	Gotlands Folkblad	1928	EDexSun	6,283	Visby Tryckeri AB	Edvin Andersson	Ville Waldener	2.12	16.22	10.63	12,1	Labor	0.35 mm
	Gotlänningen	1884	EDexSun	9,953	Gotlänningens Tryckeri AB		Folke Johnsson	2.28	19.68	13.67	8	Agrarian	0.35 mm
Västervik (17,076)	Västerviks-Tidningen	1834	EDexSun	10,925	AB C. O. Ekblad & Co.	Olle Hultgren	Tage Lund	1.96	20.07	13.78	10	Conservative	0.39 mm

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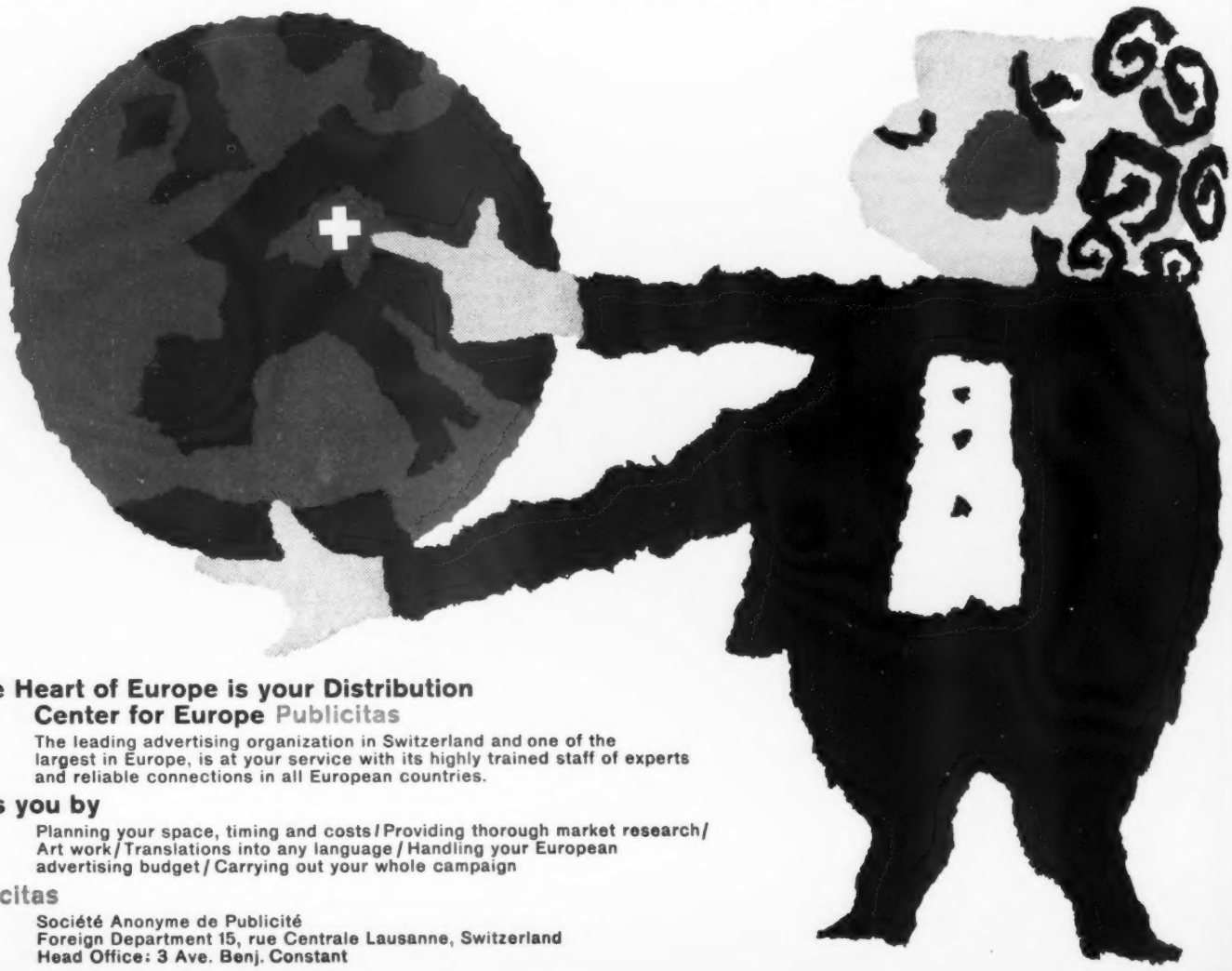
SWEDEN—Continued

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Västerås (71,051) ...	Vestmanlands Läns Tidning..	1831	MDexSun	36,807	Vestmanlands Läns Tidnings AB...	Mattias Pers	Tryggve Naesheim	1.95	20.27	13.66	16	Liberal	0.50 mm
	Västmanlands Folkblad	1918	EDexSun	12,921	Västmanlands Folkblad AB	Gosta Lundberg	Einar Jonsson	1.96	19.84	13.75	12	Labor	0.48 mm
Växjö (22,381)	Smålandsposten	1866	M.Mon. Tue. Thu.Sat.	33,820	Smålandsposten= Boktr. AB	Torvald Gothe	Folke Friberg	1.96	19.68	13.78	16	Conservative	0.38 mm
Ystad (13,589)	Aurora	1899	EDexSun	.....	Tryckeri AB Aurora	.....	Stig Löfdahl	1.96	19.68	13.78	10	Labor.....	0.40 mmD 0.44 mmSat.
	Ystads Allehanda	1873	MDexSun	22,068	Bjurströms Boktryckeri AB.....	Harald Bjurström .	H. Magnusson	1.96	20.07	15.75	12	Liberal.....	0.47 mmD 0.52 mmSat.
Örebro (72,476)	Nerikes Allehanda/Nerikes-Tidningen	1843	MDexSun	42,062	Länstidningens Tryckeri AB	Claës E. Ljung	Bernh. Boström ..	1.95	20.35	13.66	20	Liberal.....	0.53 mm
	Örebro-Kuriren med. Karlskoga-Kuriren.....	1945	MDexSun	19,481	Tr. AB Örebro-Kuriren	K. B. Hargesson ...	Henry Allard	1.96	20.07	13.78	14	Labor.....	0.53 mm
Örnsköldsvik (7,351)	Örnsköldsviks Allehanda	1894	MDexSun	13,566	AB Allehanda	Erik A. Hallin	Rolf Hoffman	1.96	19.48	13.78	12	Liberal.....	0.42 mm
Östersund (23,790)...	Jamtlands Tidning.....	1845	MSat	.....	AB Jamtlands Tidning.....	Bror Jonsson.....	Rune Sjöström	1.96	20.35	13.78	24	Liberal	0.40 mm
	Länstidningen	1924	EDexSun	10,756	AB Länstidningen	M.A. Martensson...	Bengt Lindahl	1.96	20.27	13.78	11	Labor	0.43 mm
	Östersunds-Posten	1877	EDexSun	28,850	Östersunds-Postens Tr. AB	Edvin Magnusson ..	Kurt Holmbäck	1.96	20.07	13.78	16	Conservative	0.43 mm

xNot connected to TS (equivalent to the ABC)

SWITZERLAND

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate (See Footnote*)
Aarau (14,280)	Aargauer Tagblatt (Ger.)	1846	mdexSun.	12,115	Aarg. Tagblatt AG	A. Deppeler	(2)	1 1/2	18 1/8	11 7/8	8	Rad	0.16 mm.
	Freier Aargauer (Ger.)	1905	n.dexSun.	10,587	Druckereigenossenschaft Aarau	C. Egloff	C. Egloff	1 1/2	17 1/2	11 13/16	8	Social.-Dem....	0.30 mm.
Arbon (10,100).....	Der Oberthurgauer (Ger.)	1878	mdexSun	2,763	A. Hug & Co.	P. H. Hug	(2)	1 1/2	16 15/16	11 1/2	6	Democrat	0.12 mm.
	Thurgauer Arbeiterzeitung (Ger.)	1912	dexSun.	4,716	Presse Union	W. Biefer	(3)	1 5/8	17 1/8	11 1/8	6	Labour ...	0.12 mm.
Baden (11,575)	Aargauer Volksblatt (Ger.)	1911	mdexSun.	6,832	Buchdruckerei AG	M. Gyr	(1)	1 5/16	17 7/8	11 3/8	8	Catholic	0.15 mm.
	Badener Tagblatt (Ger.)	1849	mdexSun.	10,036	E. & O. Wanner	E. & O. Wanner	(1)	1 1/4	17 7/8	11 3/8	6	Rad	0.15 mm.
Basle (209,813)	Arbeiter Zeitung (Ger.)	1921	n.dexSun. medexSun.	6,571 18,285	Volksdruckerei	Aug. Stahel	J. Schwander	1 5/16	16 15/16	11 5/16	4	Social-Dem.	0.15.5 mm.
	Basler Nachrichten (Ger.)	1845	(11 weekl.)		Basler Berichthaus	K. Sartorius	(1)	1 1/16	19 1/2	12 11/16	14	Lib. Dem.	0.47 mm.
	Baslerstab (Ger.)	1923	mdexSun.	11,140	National-Zeitung AG	K. Dettwyler	(1)	1 5/16	19 3/8	12 11/16	8	.....	0.19 3/4 mm.
	Basler Volksblatt (Ger.)	1873	mdexSun.	5,956	Cratander AG	P. Haubi	(1)	1 5/16	17 1/2	11 5/16	8	Catholic	0.21 mm.
	National-Zeitung (Ger.) (28)	1842	(12 weekl.)	50,430	National-Zeitung AG	E. Wegmann	(1)	1 1/16	19 7/8	12 11/16	18	Rad. Dem.	0.47 mm.
Bellinzona (12,100) ..	Il Dovere (Ital.)	1875	mdexSun.	9,798	A. Salvioni & Co.	A. Salvioni	(1)	1 3/8	17 1/4	12 1/8	8	Rad. Lib.	0.16 mm.
	Popolo e Liberta (Ital.)	1900	dexSun.	6,062	Grafica SA	P. Giardino	(3)	1 1/8	20 1/2	14 11/16	4	Catholic.	
Berne (152,000)	Anzeiger für die Stadt Bern (Ger.) ...	1891	mdexSun.	56,076	Vereinsdruckerei	.....	(1)	1 1/8	17 1/4	11 7/8	10	Official	0.35 mm.
	Berner Tagblatt (Ger.)	1888	md	33,613	Berner Tagblatt AG	O. Hausammann ...	(2)	1 1/10	17 1/4	11 1/4	10	Middle ...	0.26 mm.
	Berner Tagwacht (Ger.)	1894	ndexSun.	17,216	Unionsdruckerei	H. Knöpfel	F. Aeschlimann ...	1 1/8	17 1/4	11	8	Soc. Dem	0.19 mm.
	Der Bund (Ger.)	1850	medexSun.	32,926	F. Pochon-Jent	F. Pochon	(1)	1 1/8	17 1/2	12	10	Rad. Dem	0.31 mm.
	Neue Berner Nachrichten (Ger.)	1925	mdexSun.	2,300	Frb. Nachrichten	A. Rémy	F. Inglin	1 1/8	17 1/2	12 1/4	4	Catholic	0.13 mm.
	Neue Berner Zeitung (Ger.)	1919	mdexSun.	15,966	Verbandsdruckerei	F. Kauer	R. Heisig	1 1/8	17 1/2	11 13/16	8	General	0.22 mm.
	Schweiz. Handelsamtsblatt.....	1883	mdexSun.	12,808	Swiss Government	Official	(1)	1 5/16	15 1/8	9 3/4	12	Official	0.30 mm.
Bienne (52,180)	Bieler Tagblatt & Seeländer Bote (Ger.)	1850	mdexSun.	19,621	Gassmann	Chs. Gassmann	(1)	1 1/16	17 11/16	11 1/8	8	Middle ...	0.20 mm.
	Journal du Jura (Fr.)	1864	mdexSun.	10,630	Gassmann	Chs. Gassmann	(1)	1 1/16	17 11/16	11 1/8	8	Middle ...	0.17 mm.
	Seeländer Volkszeitung (Ger.)	1920	mdexSun.	6,800	Genossenschaftsdruckerei	W. Jeanneret	(3)	1 5/16	17 1/4	11 1/4	6	Soc. Dem.	0.18 mm.



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DAILY NEWSPAPERS OF EUROPE—Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate (See Footnote*)
Brugg (5,500)	Brugger Tagblatt (Ger.)	1900	mdexSun.	3,241	Effingerhof AG	Wächter	(2)	1 3/16	17 1/2	11 3/4	4	Rad	0.12 mm.
Burgdorf (12,250)	Burgdorfer Tagblatt (Ger.)	1830	edexSun.	2,591	F. Haller AG	F. Haller	(1)	1 5/16	17 1/2	11 5/16	4	Rad. Dem	0.145 mm.
Chaux-de-Fonds, La (34,000)	L'Effort (Fr.)	1920	mdexSun.	2,500	La Fusion S. C.	Les Amis de l'Effort	M. Bosch	1 3/8	18 1/16	12 5/8	4	General	0.20.5 mm.
	L'Impartial (Fr.)	1881	mdexSun.	20,242	Courvoisier S. A.	G. Essig	(3)	1 3/16	17 3/4	12 5/8	12	Middle	0.22 mm.
	La Sentinelle (Fr.)	1890	mdexSun.	4,039	Imprimerie Coopérative	E. P. Graber	A. Dubois	1 3/8	17 3/4	11 1/2	8	Labor	0.21.5 mm.
Chur (30,000)	Bündner Tagblatt (Ger.)	1852	mdexSun.	4,139	Bündner Tagblatt AG	Dr. Fischer	H. Huber	1 5/16	17 1/4	11 1/2	10	Catholic	0.14 mm.
	Der Freie Rätier (Ger.)	1807	mdexSun.	4,171	Paul Bärtsch	P. Bärtsch	E. Gantenbein	1 3/8	17 1/2	11 1/2	6	Rad	0.14 mm.
	Neue Bündner Zeitung (Ger.)	1876	mdexSun.	15,621	Sprecher, Eggerling & Co.	Gasser-Flor	(1)	1 3/8	17 1/2	11 3/4	8	Dem	0.15 mm.
Davos (10,330)	Davoser Zeitung (Ger.)	1879	mdexSun.	1,621	Buchdruckerei Davos AG	Gmünder	(2)	1 3/8	18 1/2	11 7/8	8	General	0.13 mm.
Delémont (8,700)	LeDemocrate (Fr.)	1,877	mdexSun.	7,720	Democrate SA	A. Schnetz	(1)	1 3/16	17 1/8	11 5/16	8	Rad. Dem.	0.16 mm.
Dielsdorf (1,130)	Der Zurichbieter	1948	mexSun.	7,760	H. Akeret's Erben	H. Eckinger	(2)	1 3/8	17 1/4	11 7/8	8	Rad. Dem.	0.14 mm.
Einsiedeln (8,420)	Schwyzer Nachrichten (Ger.)	1945	mdexSun.	1,842	Börsigi's Erben AG	J. Kaehlin	(3)	1 3/8	17 1/8	11	4	Catholic	0.11 mm.
Flawil (6,600)	Gossauer Zeitung (Ger.)	1926	mdexSun.	2,256	Buchdr. Flawil AG	A. Zünd		1 5/16	17 1/8	12	4	Rad. Dem.	0.10 mm.
	Der Volksfreund (Ger.)	1878	mdexSun.	2,256	Buchdr. Flawil AG	A. Zünd		1 5/16	17 1/8	12	4	Rad. Dem.	0.10 mm.
Fleurier (3,600)	Courrier du Val de Travers (Fr.)	1854	mdexSun.	3,650	Montandon & Cie	M. Montandon	(1)	1 9/16	17 1/4	12 1/16	4	General	0.13 mm.
Frauenfeld (11,120)	Thurgauer Volkszeitung (Ger.)	1844	mdexSun.	4,614	Vereinsbuchdruckerei	F. Brändle	(2)	1 1/2	15 7/16	10 1/2	6	Catholic	0.13 mm.
	Thurgauer Zeitung (Ger.)	1798	mdexSun.	16,187	Huber & Co.	H. Huber	(1)	1 5/16	18 1/4	12 3/8	6	Rad. Dem.	0.17.5 mm.
Fribourg (29,000)	Freiburger Nachrichten (Ger.)	1864	mdexSun.	6,097	Freiburger Nachrichten AG	A. Rémy	F. Inglin	1 3/8	17 3/8	12 1/4	4	Catholic	0.13 mm.
	La Liberté (Fr.)	1870	mdexSun.	16,293	Imprimerie St. Paul	L. Grillet	(1)	1 1/8	17 3/8	12 1/4	10	Catholic	0.16 mm.
Genève (153,372)	Courrier (Fr.)	1868	mdexSun.	10,203	Courrier de Genève	A. Trachsel	(2)	1 1/8	16 15/16	11 1/8	8	Catholic	0.21 mm.
	Journal de Genève (Fr.) (28)	1826	mdexSun.	10,560	Journal de Genève SA	O. Reverdin	(3)	1 1/8	17 3/8	12	8	Lib	0.30 mm.
	La Suisse (Fr.)	1896	md	35,172	Sonor SA	A. Nicole	(1)	1 1/4	16 1/8	11	8	General	0.26 mm.
	La Tribune de Geneve (Fr.)	1879	edexSun.	56,619	Tribune de Geneve SA	E. Junod	(1)	1 1/8	20 11/16	15 7/8	18	General	0.40 mm.
	La Voix ouvrière (Fr.)	1945	mdexSun.	8,000	La Voix ouvrière SA	L. Nicole	H. Nicole	1 1/8	17 3/8	11 5/8	6	Communist	0.22 mm.
Glarus (5,750)	Glarner Nachrichten (Ger.)	1874	mdexSun.	9,163	Tschudi & Co.	D. Tschudi	(1)	1 3/8	17 3/8	11 3/4	8	Democrat	0.14.5 mm.
	Neue Glarner Zeitung (Ger.)	1856	mdexSun.	2,023	O. Bartel-Hefti	O. Bartel-Hefti	(1)	1 3/4	18 1/16	12 3/8	4	Rad	0.12 mm.
Gossau (8,300)	Der Fürstenländer (Der Untertoggenburger Anzeiger) (Ger.)	1876	mdexSun.	4,160	Cavelti & Co.	U. Cavelti	(1)	1 3/8	17 3/8	11 3/8	6	Catholic	0.12.5 mm.
Granges (14,400)	Grenchener Tagblatt (Ger.)	1889	mdexSun.	2,318	A. Niederhäuser	J. Welti	(1)	1 1/2	17 1/2	11 3/4	4	Rad. Dem.	0.12 mm.
Herisau (13,400)	Appenzeller Zeitung (Ger.)	1828	mdexSun.	9,563	Schläpfer & Co.	O. Schläpfer	(1)	1 1/2	17 3/8	12 1/2	6	Rad. Dem.	0.15 mm.
Kreuzlingen	Thurgauer Volksfreund (Ger.)	1882	mdexSun.	4,157			(1)					Rad. Dem.	0.14 mm.
Langenthal (9,000)	Langenthaler Tagblatt (Ger.)	1858	mdexSun.	2,760	Merkur AG	A. Kläsi	(2)	1 3/4	17 1/4	11 1/2	4	Rad	0.14 mm.
Langnau (9,108)	Emmenthaler-Blatt (Ger.)	1845	3W	32,673	Emmenthaler Blatt AG	H. Pletscher	H. Pletscher	1 1/2	17 3/8	11 13/16	20	General	0.33 mm.
Lausanne (114,517)	Feuille d'Avis de Lausanne (Fr.)	1762	nedexSun.	77,601	Imprimeries Réunies S.A	O. Treyvaud	(1)	1 7/16	17 5/8	11 1/2	20	General	0.22 mm.
	Gazette de Lausanne (Fr.)	1798	mdexSun.	16,636	Imprimerie Centrale S.A.	P. Béguin	(1)	1 5/16	22 3/4	15 15/16	8	Lib. Dem.	0.22 mm.
	La Nouvelle Revue de Lausanne (Fr.)	1868	mdexSun.	10,006	Imprimerie Vaudoise S.A.	M. Jaccard	(2)	1 1/8	16 15/16	12 5/16	10	Rad. Dem.	0.17 mm.
	Le Peuple (Fr.)	1939	mdexSun.	6,000	Socialist Party Impr. Coop.	E. Graber	C. Pipy. O. Hegger	2 1/8	17 11/16	12 1/2	4	Labor	0.25 mm.
	Tribune de Lausanne (Fr.)	1862	md	29,281	Imprimeries Reunies S.A.	Peillex	(1)	1 5/16	17 1/8	11 7/16	8	General	0.17 mm.
Liestal (8,940)	Basellandschaftliche Zeitung (Ger.)	1832	dexSun.	7,793	Ludin AG	K. Ludin	(2)	1 1/2	18 1/16	12 3/8	6	Rad. Dem,	0.145 mm.
	Landschäftler, Tagblatt der Landschaft Basel (Ger.)	1849	mdexSun.	3,913	Landschäftler AG	P. von Wartburg	(4)	1 3/8	17 1/2	12	8	Rad.	0.13 mm.
Locle,Le (12,000)	Feuille d'Avis des Montagnes (Fr.)	1806	mdexSun.	5,147	Glauser Oderbolz.	S. Glauser	S. Glauser	1 1/2	19 1/4	12 1/2	6	General	0.17 mm.
Lucerne (63,000)	Freie Innerschweiz (Ger.)	1892	mdexSun.	6,000	Unionsdruckerei, Lucerne	(3) Weibel	A. Weibel	1 3/16	16 15/16	11 1/4	6	Soc. Dem.	0.16 mm.
	Luzerner Neueste Nachrichten (Ger.)	1897	mdexSun.	27,523	C. J. Bucher AG	C. J. Bucher	O. Koch	1 5/16	17 1/2	11 1/2	12	General	0.24 mm.
	Luzerner Tagblatt (Ger.)	1851	mdexSun.	19,707	Keller & Co. AG	H. Bachmann	(1)	1 5/16	17 1/2	11 1/2	10	Rad. Dem.	0.20 mm.
	Vaterland (Ger.)	1833	mdexSun.	25,120	Räber Co.	F. Zust	(1)	1 5/16	17 1/4	11 1/4	10	Cons. Cath.	0.20 mm.
Lugano (18,200)	Corriere del Ticino (Ital.)	1890	mdexSun.	10,156	Corriere del Ticino	V. Frigerio	(1)	1 3/8	20 1/8	15 5/8	4	General	0.16 mm.
	Gazzetta Ticinese (Ital.)	1801	mdexSun.	1,359	Gazetta Ticinese	R. Fedele	E. Ronchetti	1 1/2	20 1/8	15 5/8	4	Lib. Rad.	0.14 mm.
	Giornale del Popolo (Ital.)	1926	mdexSun.	10,798	Administrazione apostolica	D. Leber	(1)	1 1/2	20 1/16	14 1/8	4	Catholic	0.16 mm.
	Libera Stampa (Ital.)	1913	mdexSun.	3,177	La Commerciale	H. Barana	A. Guidici	1 1/2	17 7/8	12	6	Soc. Dem.	0.14 mm.
Montreux (17,600)	Journal de Montreux (Fr.)	1867	mdexSun.	4,386	Impr. Corbaz	Ch. Corbaz	(2)	1 1/4	17 1/4	11 1/4	6	General	0.15 mm. 0.12 mm.
Münsingen (5,250)	Emmentaler Nachrichten (Ger.)	1883	3W	32,695	B. Fischer AG	P. Fischer	P. Fischer	1 1/8	18 1/8	11 3/4	16	General	0.28 mm.
Näfels (3,350)	Glarner Volksblatt (Ger.)	1894	mdexSun.	2,190	Glarner Volksblatt	A. Recklin	(1)	1 15/16	17 1/8	11 1/4	4	Catholic	0.125 mm.
Neuchâtel (28,000)	L'Express (Fr.)	1892	edexSun.	11,184	Impr. Centrale, Ntel.	M. Wolfrath	(1)	1 7/16	19 7/8	14 1/16	6	General	0.16 mm.
	Feuille d'Avis de Neuchâtel (Fr.)	1738	mdexSun.	22,538	Feuille d'Avis SA	M. Wolfrath	(3)	1 7/16	19 1/8	13 1/8	8	General	0.22 mm.
	La Suisse Libérale (Fr.)	1864	mdexSun.	1,000	La Fusion SA	S. de Coulon	(1)	1 1/2	18 1/16	12 1/4	4	Lib.	0.20 mm.
Olten (18,019)	Das Volk (Ger.)	1905	mdexSun.	6,862	Genossenschaftsdruckerei	O. Bär	(1)	1 1/2	17 3/8	11 15/16	6	Soc. Dem.	0.13 mm.
	Der Morgen (Ger.)	1896	mdexSun.	5,646	O. Walter AG	K. Engholm	(1)	1 1/2	17 1/8	11 1/8	8	Catholic	0.13 mm.
	Oltner Tagblatt (Ger.)	1878	mdexSun.	4,693	Dietschi & Co.	O. Kaiser	(1)	1 1/2	17 1/16	12 1/4	6	Rad. Dem	0.13 mm.
Porrentruy (6,600)	Le Pays (Fr.)	1873	mdexSun.	5,234	Bonne Presse SA	H. Schaller	(1)	1 1/4	17 11/16	11 1/4	4	Catholic	0.12 mm.
Romanshorn (6,650)	Schweiz. Bodensee-Zeitung (Ger.)	1849	mdexSun.	3,018	Bodensee-Zeitung AG	J. Weideli	(1)	1 11/16	18 1/16	12 1/2	4	Rad. Dem.	0.12 mm.
Rorschach (11,350)	Ostschweizerisches Tagblatt (Ger.)	1845	mdexSun.	5,231	E. Loepfe-Benz	E. Loepfe-Benz	Geiselhart	1 1/2	17 7/8	11 13/16	4	Rad. Dem.	0.12 mm.
	Rorschacher Zeitung (Ger.)	1899	mdexSun.	2,710	Cavelti & Co.	H. Cavelti	(1)	1 1/2	17 1/2	12 1/16	4	Catholic	0.12 mm.
St. Gall (72,000)	Die Ostschweiz (Ger.)	1874	medexSun.	9,091	Ostschweiz AG	E. Beck	A. Bossart	1 1/2	17 1/8	11 7/8	10	Catholic	0.15 mm.
	St. Galler Tagblatt (Ger.)	1838	medexSun.	19,584	Zollikofer & Co.	H. Zollikofer	(1)	1 1/2	17 1/2	12 1/8	8	Rad. Dem.	0.17 mm.
	Volksstimme (Ger.)	1905	mdexSun.	5,215	Volksstimme AG	R. Pugneth	W. Lötscher	1 1/2	17 1/2	12 1/8	6	Soc. Dem.	0.13 mm.
St. Imier (6,350)	Le Jura Bernois (Fr.)	1862	mdexSun.	1,442	E. Grossniklaus	E. Grossniklaus	(1)	1 5/8	17 7/8	11 7/8	4	General	0.13 mm.
St. Maurice (2,800)	Nouvelliste Valaisan (Fr.)	1904	mdexSun.	8,191	Imprimerie Rhodanique	C. Haegler	(1)	1 1/4	17 3/4	11 3/4	6	Catholic	0.14 mm.
Schaffhausen (26,000)	Arbeiter Zeitung (Ger.)	1919	mdexSun.	4,852	Unionsdruckerei	H. Huber	(3)	1 1/4	17 1/16	12 1/8	6	Soc. Labor	0.14 mm.
	Schaffhauser Nachrichten (Ger.)	1862	mdexSun.	13,365	Meier & Co.	A. Meyer	Schaffhauser Nachrichten	1 3/8	16 11/16	12	10	Rad. Dem.	0.18 mm.
	Schaffhauser Zeitung (Ger.)	1903	mdexSun.	1,526	Bolli & Böcherer AG	A. Busslinger	(2)	1 1/4	17 3/8	11 1/4	8	Catholic	0.11.5 mm.
Soleure (16,745)	Solothurner Anzeiger (Ger.)	1870	mdexSun.	5,329	Union AG	J. Hasler	(2)	1 1/16	16 1/2	11 5/16	8	Catholic	0.15 mm.
	Solothurner Zeitung (Ger.)	1907	mdexSun.	21,185	Vogt & Schild AG	H. Vogt	(1)	1 7/16	19 1/4	12 3/8	8	Rad. Dem.	0.20 mm.
Stäfa (5,300)	Zürichsee-Zeitung (Ger.)	1845	mdexSun.	11,420	Buchdruckerei Stäfa AG	T. Gut	(1)	1 1/16	17 11/16	11 3/8	6	Rad.	0.13 mm.
Thune (24,150)	Oberländer Tagblatt (Ger.)	1876	mdexSun.	7,751	Adolf Schär	A. Schär	C. Dätwyler	1 1/2	17 1/2	11 7/8	8	Rad. Dem.	0.23 mm.
Uster (12,350)	Anzeiger von Uster (Ger.)	1846	mdexSun.	5,527	E. Weilenmann	E. Weilenmann	(3)	1 1/8	17 7/8	11 3/4	8	Lib. Dem.	0.15 mm.
Vevey (14,300)	Feuille d'Avis de Vevey (Fr.)	1846	mdexSun.	6,797	Klausfelder SA	E. Gétaz	(1)	1 1/2	17 1/4	11 3/4	6	General	0.15 mm.
Widenswil (10,150)	Allgemeiner Anzeiger vom Zürichsee (Ger.)	1841	mdexSun.	4,209	Jacob Baumann	J. Baumann	J. Baumann	1 7/8	17 3/8	11 1/2	4	Rad. Dem.	0.11 mm.
Winterfelden (5,800)	Thurgauer Tagblatt (Ger.)	1828	mdexSun.	3,983	W. Schläpfer	W Schläpfer	Leutenegger	1 1/2	18 1/16	12	8	General	0.17 mm.
Wetzikon (8,000)	Der Freisinnige (Ger.)	1852	mdexSun.	9,372	Der Freisinnige	G. Bachmann	(2)	1 1/8	17 1/8	11 13/16	12	Rad. Dem.	0.12 mm.
Wil (8,800)	Wiler Bote (Ger.)	1871	mdexSun.	2,505	Vereinbuchdruckerei Frauenfeld	W. Klinger	(2)	1 1/2	16 5/16	11	6	Catholic	0.13 mm.
Winterthur (70,497)	Winterthur Arbeiter-Zeitung (Ger.)	1897	mdexSun.	4,962	Genossenschaftsdruckerei, Zurich	E. Högger	E. Högger	1 1/4	17 7/8	11 3/8	8	Soc. Dem.	0.16 mm.
	Hochwacht (Ger.)	1920	mdexSun.	5,422	Concordia	C. Müller	H. Vögeli	1 7/16	17 3/8	11 15/16	4	Catholic Soc.	0.13 mm.
	Der Landbote (Ger.)	1836	mdexSun.n	18,439	Ziegler & Co.	W. Schurter	(2)	1 7/16	17 1/2	11 1/2	6	Dem.	0.175 mm.
	Neues Winterthurer Tagblatt (Ger.)	1878	mdexSun.	2,198	Buchdruckerei AG	E. Fischer	(1)	1 1/4	18 1/2	12 1/4	8	Rad. Dem.	0.14 mm.
Yverdon (13,350)	Journal d'Yverdon (Fr.)	1773	mdexSun.	6,535	Journal d'Yverdon	J. Anex	(1)	1 1/4	16 15/16	11 13/16	8	Lib	0.13 mm.
Zofingue (7,400)	Zofinger Tagblatt (Ger.)	1872	mdexSun.	10,215	Zofinger Tagblatt	A. Groh	H. Hochuli	1 1/8	17 1/2	11 15/16	8	Rad. Dem.	0.16 mm.
Zurich (416,641)	Die Arbeit (Ger.)	1920	mdexSun.	3,500	Genossenschaftsdruckerei, Zurich	R. Stöckler	Weber	1 5/16	16 15/16	11 1/2	12	Soc. Dem.	0.17 mm.
	Neue Zürcher Nachrichten (Ger.)	1895	mdexSun.	14,079	H. Börsigs Erben AG	G. Bucher	(2)	1 1/16	17 1/4	11 1/4	10	Catholic	0.16 mm.
	Neue Zürcher Zeitung (Ger.)	1779	med	70,110	Neue Zürcher Zeitung	O. Sidler	H. Boeschenstein	1 1/16	17 1/4	11 1/2	16	Rad. Lib.	US $2.60 in (0.45 mm.)
	Tagblatt der Stadt Zurich (Ger.)	1837	mdexSun.	91,040	Berichthaus	P. & H. Römer	P. & H. Römer	1 1/4	18 3/8	12 3/16	20	Official	0.34 mm.
	Tagesanzeiger (Ger.)	1893	mdexSun.	146,442	Tagesanzeiger AG	H. Hintermeister	Grob	1 7/16	16 11/16	11 1/2	24	General	0.42 mm.
	Die Tat (Ger.)	1935	md	31,360	Genossenschaft zur Limmat	W. Aerni	Zundel	1 1/16	17 1/16	11 1/2	12	Indep. Party	0.30 mm.
	Volksrecht (Ger.)	1897	mdexSun.	15,161	Genossenschaftsdruckerei Zurich	R. Stöckler	R. Stöckler	1 1/16	17 1/8	11 3/8	8	Soc. Dem.	0.35 mm.
Zurich-Altstetten (3,000)	Limmattaler Tagblatt (Ger.)	1889	mdexSun.	3,866	H. Schraner	H. Schraner		1 1/2	16 15/16	11 1/8	12	Rad. Dem.	0.12 mm.

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*Base Rate in Swiss Francs for 1 Single Column mm. The prices indicated are the foreign rates of the advertising section only. An additional newsprint surcharge amounting to 3% to 4% of the gross is charged by most Swiss newspapers. This additional charge is not subject to series discount or commission.

NOTE: Full particulars on the Swiss Press can be obtained through Publicitas, Foreign Dept., 15 Rue Centrale, Lausanne, Switzerland.

(Continued on Page 416)

DAILY NEWSPAPERS OF EUROPE—Continued

YUGOSLAVIA

(All press and publications are controlled by the Union of Communists of Yugoslavia—UCY)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-chief	Director
Belgrade	Borba (Struggle)	1922	300,000	MDexFri.	Serbian	Socialist Alliance of the Working People of Yugoslavia	Miroslav Vitorovic	Ivo Sarajcic
	Politika (Politics)	1904	230,000	MDexTue.	Serbian	Socialist Alliance of the Working People of Serbia	Danilo Puric	Mita Miljkovic
	Vecernje Novosti (Evening News)	1953	20,000	EDexSun.	Serbian	Socialist Alliance of the Working People of Yugoslavia	Vanja Kraljevic	Vlajko Begovic
	Sport (Sport)	.....	.....	3 times a week	Serbian	Association of Physical Culture	Milan Ercegan	.....
	Komunist (Communist)	1957	.....	Weekly	Serbo-Croatian, Slovenian and Macedonian	Union of Communists of Yugoslavia	Kristo Bulaicic	.....
Zagreb	Borba (Struggle)	1922	.....	MdexFri.	Croatian	Socialist Alliance of the Working People of Yugoslavia	Branko Priselac, Branko Priselac	Vlajko Begovic
	Narodni List (People's Newspaper)	1945	25,000	EDexMon.	Croatian	Socialist Alliance of the Working People of Zagreb	Zdravko Blazina	Milan Nozinic
	Vjesnik (Messenger)	1941	60,000	MDexWed.	Croatian	Socialist Alliance of the Working People of Croatia	Bozidar Novak	Djuro Kladarin
Ljubljana	Borba-Ljudska Pravica (Struggle-People's Justice)	1953	25,000	MDexFri.	Slovenian	Socialist Alliance of the Working People of Yugoslavia	Miroslav Vitorovic	Vlajko Begovic
	Ljubljanski Dnevnik (Ljubljana Daily)	1951	18,000	MDexSun.	Slovenian	Socialist Alliance of the Working People of Ljubljana	Ivo Tavcar	Rudi Janhuba
	Slovenski Porocevalec (Slovenist Reporter)	1938	65,000	MDexFri.	Slovenian	Socialist Alliance of the Working People of Slovenia	Serge Vosnjak	Rudi Janhuba
Sarajevo	Oslobodjenje (Liberation)	1943	28,000	MDexThurs.	Serbian and Croatian	Socialist Alliance of the Working People of Bosnia and Hercegovina	Milorad Gajic	Radovan Papic
Skoplje	Nova Makedonija (New Macedonia)	1944	17,500	MD	Macedonian	Socialist Alliance of the Working People of Macedonia	Biro Miljovski	Lazar Mojsov
Novi Sad	Magyar Szo (Hungarian Word)	1944	28,500	MD	Hungarian	Socialist Alliance of the Working People of Vojvodina	Laszlo Rehak	Laszlo Rehak
	Dnevnik (Daily)	1942	7,000	MDexWed.	Serbian	Socialist Alliance of the Working People of Vojvodina	Petar Stankov	Radomir Radujkov
Osijek	Glas Slavonije (Voice of Slavonia)	1943	8,000	MD	Croatian	Socialist Alliance of the Working People of Slavonia	Mira Gumhalter	Mira Gumhalter
Split	Slobodna Dalmacija (Free Dalmatia)	1943	8,500	MDexSun.	Croatian	Socialist Alliance of the Working People of Dalmatia	Ivan Lalic	.....
Rijeka (Fiume)	La Voce del Popolo (Voice of the People)	1944	4,500	MDexMon.	Italian	Socialist Alliance of the Working People of Rijeka	Djakamo Raunik	.....
	Rijecki List (Rijeka Newspaper)	1947	8,000	EDexMon.	Croatian	Socialist Alliance of the Working People of Istria, Gorski-Kotor and Croatian Primorje	Milan Siani	.....
Maribor	Vecer (Evening)	1946	19,000	EDexSun.	Slovenian	Liberation Front of Maribor region	.....	.....

DAILY NEWSPAPERS OF AFRICA

ALGERIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Algiers (252,321)	L'Echo d'Alger (M)	French	55,000	.....
	La Dépêche Quotidienne (M)	French	30,000	.....
	Dernière Heure (D)	French	20,000	.....
	Le Journal d'Alger (M)	French	25,000	.....
Bône (83,275)	La Dépêche de l'Est (M)	French	8,000	.....
Constantine (106,830)	La Dépêche de Constantine et de l'Est Algérien (M)	French	35,000	.....
Oran (194,746)	L'Echo d'Oran (D)	French	75,000	.....
	L'Echo-Soir (D)	French	20,000	.....
	Oran Républicain (D)	French	15,000	.....

ANGOLA—PORTUGUESE WEST AFRICA

City	Name of Paper	Name of Director(s)
Luanda	A Provincia de Angola (m)	António Correia de Freitas
	Diário de Luanda	Guilherme Pereira Ribeiro

BELGIAN CONGO & RUANDA URUNDI

Newspaper	Language	Circulation	Adv. rate	Editor	Manager
Bukavu					
Centre Afrique (D)	French	2,000	.....	S. Luciano	Paul Saillez
Elizabethville (city)					
Essor du Congo	French	6,000	.....	M. Mikolajczak	J. Sepulcre
Echo du Katanga	.....	4,000	.....	A. Decoster	A. Decoster
Leopoldville (town)					
Le Courier D'Afrique	French	9,000	($3.50 (12 col.)	D. vander Post	A. Marot, M. Leloux
L'Avenir Colonial Belge	French	9,000	.....	M. Bondroit	M. Bondroit
Stanleyville (town)					
Echo de Stanleyville	French	3,000	.....	E. L. Bouffa	Conin Brothers
La Feuille de Chou a Jadotville	.....	.....	.....	.....	.....
Le Stanleyvillois	French	4,000	.....	G. Hensenne	Conin Brothers

EGYPT

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Alexandria (925,081)	Al Bassir	Arabic	25,000	.....	Charles and Maurice Schmeil	10/
	Le Journal d'Alexandrie	French	5,000	Sociéte Oriental de Publicité	Charles Arcache	7/3
	Imerissia Nea	Greek	37,000	N. Vafeas	A. Sevaseopoulos	4/3
	Ephimeris	Greek	3,000	J. Cassimatis	J. Cassimatis	5/
	Tachydromos	Greek	14,000	B. Tinios	Nikitas Cladakis	6/
	Le Journal du Commerce et de la Marine	Fr.-Eng.	20,000	.....	G. Beneducci	12/6
Cairo (2,100,506)	Al Akhbar	Arabic	115,000	Mustafa and Ali Amin	Ali Amin, Mustafa Amin, Mohamend Zaki Abdel Kaqer	35/
	Al Ahram	Arabic	100,000	Est. of Gabriel Takla	Ahmed Elsawi, Mohamed Aziz Merza	35/
	Al Kahira	Arabic	20,000	Asaad Dagher	Hafez Mahmoud	.....
	Al Messa	Arabic	.....	Khalid Moheyeddin	Khalid Moheyeddin	.....
	Al Gomhouriah	Arabic	100-125,000	Col. Anwar Elsadat, Dir.	Ahmed Kassan Goudah, Kamel Sharawi	30/
	Al Shaab	Arabic	65,000	Salah Salem	Hussein Fahmy	.....
	Al Zamane (Publication temporarily suspended)					
	Anatoli	Greek	4,000	Zacharias Halkiadis	Zacharias Halkiadis	.....
	Phos	Greek	10,000	Canakis Bonaros	Canakis Bonaros	6/2
	Egyptian Gazette	English	20,000	Societé Oriental de Publicité	Aboul Eneinn	25/6
	Le Progres Egyptien	French	20,000	Societé Oriental de Publicité	Maurice Yaccarini	12/6
	La Bourse Egyptienne	French	30,000	Societé Oriental de Publicité	Victor Adm	19/6
	Le Journal d'Egypte	French	48,000	Edgar Gallad	Edgar Gallad	15/6

ERITREA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Asmara	Quotidiano Eritreo	Italian	7,000	7/6
	Giornale Dell' Eritrea	Italian	.....	5/
	Zeman and Al Zamin	Arabic	8,000	7/6

ETHIOPIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Addis Ababa	Sendek Alamatchin	Amharic	10,000	15/
Addis Ababa	Addis Zemen	Amharic	10,000	.....

FRENCH EQUATORIAL AFRICA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Brazzaville (24,911)	Le Courrier d'Afrique (D)	French	25,000	45
	France Equateur L'Avenir (D)	French	800	.....

FRENCH PROTECTORATE IN MOROCCO

Place of Publication	Newspaper	Language	Circulation	Base Rate
Casablanca (257,430)	Maroc-Presse	French	30,000	.....
	Le Petit Marocain	French	27,000	.....
	La Vigie Marocain	French	37,000	.....
Fez	Le Courrier du Maroc	French	15,000	.....
Rabat (83,379)	Echo du Maroc	French	25,000	.....
	Maroc-Soir	French	.....	.....
	Es Saada	Arabic	.....	.....

FRENCH PROTECTORATE IN TUNISIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Tunis (219,578)	La Dépêche Tunisienne	French	35,000	.....
	Le Petit Matin	French	18,000	.....
	La Presse de Tunisie	French	30,000	.....
	Tunis-France	French	.....	.....
	Tunis-Soir	French	18,000	.....
	En Nahda	Arabic	.....	.....
	Az Zohra	Arabic	12,000	.....
	As-Sabah	Arabic	15,000	.....
	Lissan El Arab	Arabic	.....	.....

FRENCH WEST AFRICA (Cameroons)

Place of Publication	Newspaper	Language	Circulation	Base Rate
Abidjan (17,500)	Matin (DexS)	French	4,000	.....
Dakar (100,000)	Paris Dakar (DexS)	French	13,000	17/6
Douala (18,000)	La Presse du Cameroun	French	5,000	.....
	Daily News Sheet (D)	French	400	.....

GHANA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Accra (133,192)	Graphic (4)	English	62,398	West African Graphic Co.	M. Therson-Cofie	17/
	Daily Mail (D)	English	500	Amalgamated Press, Ltd.	.....	.....
	Sunday Mirror (4)	English	41,410	.....	E. K. Heymann	16/6
	Ghana News (E)	English	10,000	Heal Press	E. K. Heymann	6/6
Kumasi (77,689)	Ashanti Pioneer (6)	English	18,000	Abura Press	Sam Arthur	15/0
	Ashanti Sentinel	English	2,000	.....	O. B. Amankwa	6/6
	African Morning Post	English	4,000	.....	.....	6/6
	Daily Express	English	11,500	.....	.....	6/6
	Daily Echo	English	4,000	.....	.....	6/6
	Spectator	English	6,000	.....	.....	6/6
Sekondi (43,743)	Morning Telegraph	English	2,000	.....	.....	5/

DAILY NEWSPAPERS OF AFRICA Continued

KENYA—UGANDA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Nairobi (118,976)	E. African Standard	English	21,000	Standard Co.	K. Botton	10/
	Chronicle	English	2,500			4/6
	Uganda Argus	English	4,500	East African Std.		6/
Kampala	Uganda Mail	English	10,000	Patwa News Agcy.		
Mombasa (84,746)	Mombasa Times	English	4,000	Standard Co.	E. Rodwell	6/
	Kenya Daily Mail	English	2,000	Pandya Ptg. Works	Manu K. Lalji	4/6

LIBERIA

Place of Publication	Newspaper	Language	Pub.	Circulation	Base Rate
Monrovia	Listener (Tab.)	English	Chas. Dennis, Ed. & Pub.	500	5/

LIBYA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Tripoli (108,240)	Tarablus Al Gharb	Arabic	4,000		Rassem Kadri	5/
	Corriere de Tripoli	Italian	4,500			12/6
	Al Hadara	Arabic				
	Sout-el-Fayha	Arabic				

MADAGASCAR

Place of Publication	Newspaper	Language	Circulation	Base Rate
Tananarive (119,800)	France-Madagascar	French	2,000	21/6
	Le Journal De Madagascar	French	2,000	21/6
	Isan'andro	Malagasy	2,000	15/
	Takariva	Malagasy	4,000	16/
	Vaovao Isan'andro	Malagasy	1,500	16/

MOZAMBIQUE

City	Name of Newspaper Language	Issued	Editor	Manager	Base Rate (per s/c inch)
Beira 24,502	Diaria de Mozambique (Portuguese)				12/6
Lourenço Marques 47,390	Lourenço Marques Guardian (Portuguese & Eng.)	MDexSun.	Dr. J. F. dos Santos	J. M. das Neves	7/6
	Noticias	D			12/

NIGERIA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Aba	Eastern States Daily Express (D)	English	2,000	Ikemisit Co.	E. A. Awana	
Calabar	Nigerian Standard (D)	English	1,000	Old Calabar Press	B. Ekanam	
Ibadan (459,000)	Nigerian Tribune (6) (D)	English	15,000	Amalg. Press of Nigeria	L. K. Jakande	10/6
	Southern Nigerian Defender (D)	English	2,000	Zik Press (Assoc. Newsp. of Nigeria)	E. E. Effiam	
Kano (130,000)	Daily Comet (D)	English	1,500	Zik Press (Assoc. Newsp. of Nigeria)	P. Abah	7/6
Lagos (272,000)	West African Pilot (D)	English	30,000	Zik Press (Assoc. Newsp. of Nigeria)	H. Kanu-Affonry	12/
	Times (4) (D)	English	78,708 (D) 85,368 (S)	Nigerian Printers, Ltd.	Ebun Adesiave	42/
	Evening Times (4) (D)	English	10,000			7/6
	Daily Service (6) (D)	English	22,554	Amalg. Press of Nigeria	A. B. Olumuyiwa O. Idewu	15/
	Irohin Yoruba	Yoruba	54,245	Amalg. Press of Nigeria		20/
Onitsha (71,000)	New Africa (D)	English	1,000	Renascent Africa	L. Aghonum	
	Nigerian Spokesman (D)	English	2,500	Assoc. Newsp. of Nigeria (Zik Press)	C. A. J. Onwuengbuna	
Port Harcourt (72,000)	Eastern Nigerian Guardian (D)	English	3,000	Assoc. Newsp. of Nigeria (Zik Press)	A. Y. S. Tinubu	

SIERRA LEONE

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Freetown (80,000)	Guardian	English	2,000	Trustees of J. Fowell Buston	J. J. Dixon-Baker	3/6
	Daily Mail (4)	English	11,495	Daily Mail, Ltd.	J. M. Rose	10/6
	African Vanguard	English	3,000	S. L. Peoples	L. Samicek	3/6
	Dispatch (E)	English	3,000			3/6

(Continued on Page 418)

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The Friend, Bloemfontein

MAGAZINES

Personality
Femina and Woman's Life
Farmer's Weekly
Homestead

RHODESIA

The Rhodesia Herald, Salisbury
The Sunday Mail, Salisbury
The Chronicle, Bulawayo
The Sunday News, Bulawayo
The Northern News, Ndola
The Central African Post, Lusaka
The Umtali Post, Umtali

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DAILY NEWSPAPERS OF AFRICA—Continued

SOMALILAND

Place of Publication	Newspaper	Language	Circulation	Base Rate
Mogadishu (55,000)	Corriere Della Somalia	Italian		5/

SOUTH WEST AFRICA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Windhoek (24,000)	Allgemeine Zeitung (D)	German	2,500			7/6

SUDAN

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Khartoum (61,800)	Al Sudan Al Jedid (D)	Arabic	4,000		Ahmed Youssef Hashem	10/
	Al Ummah	Arabic	1,500		Hassan Mahgoub Mustafa	
	El Ra'i El Amm (E)	Arabic	4,000		Ismael Atabani	
	El Ayam	Arabic	6,145			5/3
	Morning News	English		Supplement to El Ayam		6/
	Sawt Al Sudan	Arabic	4,000		Mohamed Ahmed Salamabi	10/
	Al Nil	Arabic	2,000			10/
	Al-Ashiqqa (E)	Arabic	1,000	Nat. Un. Prtg.	Mahmud al-Fadil	

SUDAN—Continued

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	Al-Watan (E)	Arabic	1,000	Soc. Repub. Prtg.	M. al-Khayr al-Badawi	
	Wadi Al-Nil (M)	Arabic	750		Ali el-Sheykh	

TANGANYIKA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Dar-es-Salaam (99,140)	Tanganyika Standard	English	6,500	East African Std.	O. P. Blake	8/
	Tanganyika Opinion	English*	2,600	Kanti Ptg. Works M. Chandra, Ad. Mgr.	Amrit Patel	3/
	Mwangaza (D)	Swahili	1,500	Govt. Pub. Rel. Officer		

(*Weekly edition, Friday, in Gujerati)

TANGIER—MOROCCO

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Tangier (60,000)	La Depeche Marocaine	French				20/
	Espana	Spanish				27/
	Tetuan Diario d'Africa	Spanish				

UNION OF SOUTH AFRICA AND RHODESIA

CAPE PROVINCE

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Cape Town	*The Cape Argus (Daily) (Eng.) (4)	1857	E Mon. to Fri.	The Argus Printing & Publishing Co. Ltd.	M. Broughton	W. N. Mudie	R. F. du Toit	1 15/16	21	17 1/2	20	General 27/-
	Cape Times (Eng.) (6)	1876	MDexSun.	Cape Times Ltd.	V. Norton	G. M. C. Cronwright	E. Lipsett	1 15/16	22 1/2	15 1/2	16	General 21/- D. 27/6 Sat.
	Die Burger (Afr.) (6)	1915	MDexSun.	Nasionale Koerante Beperk	P. J. Cillie	P. A. Weber	M. D. Goosen	2	21	16	16	General 15/6 D. 20/6 Sat.
	Die Landstem (Afr.) (6)	1950	Sat. Morn.	Die Landstem (Eiendoms) Beperk	P. Beukes	P. Beukes	David Graham	1 3/4	22	15 1/2	18	General 30/- Flat.
	*The Cape Argus (Weekend) (Eng.) (4)	1857	Sat.	The Argus Printing & Publishing Co. Ltd.	M. Broughton	W. N. Mudie	R. F. du Toit	1 15/16	21	17 1/2	38	General 40/-
East London	Daily Dispatch (Eng.) (4)	1872	MEexSun.	East London Daily Dispatch.	V. A. Barber	I. Ross-Thompson	C. W. Allcock	1 5/16	24	17 1/2	14	General 11/-
Grahamstown	Grocott's Daily Mail (Eng.)	1869	EDexSun. & Sat.	Grocott and Sherry	D. Pretorius	T. H. Grocott and W. V. Grocott	R. C. Levy	2 1/4	22 1/2	18	4	General 5/-
Kimberley	*Diamond Fields Advertiser (Eng.) (4)	1878	MDexSun.	The Argus Printing & Publishing Co., Ltd.	D. Brechin	R. G. Atkinson	A. Swartz	1 15/16	20 1/2	15 1/2	10	General 7/-
Port Elizabeth	E. P. Herald (Eng.)	1845	MDexSun.	E. P. Newspapers, Ltd.	A. M. Pollock	L. H. Walton	G. C. Reid	1 11/16	22	17	14	General 14/6
	Evening Post (Eng.)	1947	EDexSun.	E. P. Newspapers, Ltd.	J. G. Sutherland	L. H. Walton	G. C. Reid	1 11/16	22	17	12	General 12/6 D. 20/- Sat.
	(merged with old papers dated 1855)											
	Die Oosterlig (Afr.) (6)	1937	MDexSun	Nasionale Koerante Beperk	D. C. de Villiers	D. C. de Villiers	J. J. Grobbelaar	1 3/4	21	15	12	General 8/6
Queenstown	Daily Representative (Eng.) (4)	1859	EDexSun.	The Queenstown Representative (Pty.) Ltd.	D. L. T. Gill	F. L. Green	P. E. Corbin	1 15/16	20	16	8	General 6/6-

NATAL

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Durban	*The Natal Daily News (Eng.) (4)	1878	EDexSun.	Argus Printing & Publishing Co., Ltd.	J. S. M. Simpson	J. Hennessy	F. E. Cole	1 15/16	21	17 1/2	18	General 18/6
	The Natal Mercury (Eng.) (6)	1852	MDexSun.	Robinson & Co., (Pty.) Ltd.	Mervyn Ellis	A. R. Harper	K. M. Collins	2	23	19	18	General 17/6
	*The Sunday Tribune (Eng.) (4)	1947	Sun.	Argus Printing & Publishing Co., Ltd	G. Makepeace	J. Hennessy	F. E. Cole	1 15/16	21	17 1/2	30	General 27/-
Pietermaritzburg	The Natal Witness (Eng.) (4)	1846	MDexSun.	The Natal Witness, (Pty.) Ltd.	E. R. Bridges	D. M. Craib	W. E. MacIntyre	1 7/8	24 1/2	17	10	General 11/-

TRANSVAAL

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Johannesburg	Rand Daily Mail (Eng.) (6)	1905	MDexSun.	S. A. Associated Newspapers, Ltd.	L. O. V. Gandar	H. C. Kuiper	J. M. Fairbairn	1 11/16	21 1/2	18 1/2	16	General 30/- Flat
	*The Star (Eng.) (4)	1887	EDexSun.	Argus Printing & Publishing Co., Ltd.	H. Flather	A. Macintosh	C. E. Carter	1 15/16	21	17 1/2	26	General 35/- Flat D 30/- Sat
	Die Transvaler (Afr.) (6)	1937	MDexSun.	Voortrekkerpers Beperk	J. J. Kruger	H. L. du Toit	A. J. J. van Pletzen	2	21	15	12	General 15/
	Die Vaderland (Afr.) (6)	1936	EDexSun.	Die Afrikaanse Pers Beperk	W. Wilcocks	J. Victor	C. C. Chester	1 7/8	14 1/2	11	28	General 17/6 Flat
	Sunday Times (Eng.) (6)	1906	Sun.	S. A. Associated Newspapers, Ltd.	N. A. G. Caley	H. C. Kuiper	R. N. Hawkins	1 11/16	21 1/2	18 1/2	40	General 70/- Flat
	Sunday Express (Eng.) (6)	1946	Sun.	S. A. Associated Newspapers, Ltd.	J. Mervis	H. C. Kuiper	A. Bousfield	2	15 1/2	10	24	General 35/0 Flat
	Dagbreek en Sondagnuus (Afr.)	1947	Sun.	Dagbreekpers Beperk	W. van Heerden	M. E. J. van Rensburg	M. E. J. van Rensburg	1 11/16	16	10	60	General 32/6
	Golden City Post (Eng.)	1955	Sun.	J. R. A. Bailey.	C. Eprile	A. Clarke	F. J. Brewis	1	15	9 3/4	28	General 40/-
Pretoria	*Pretoria News (Eng.) (4)	1898	EDexSun.	Pretoria News and Printing Works (Pty.) Ltd.	D. Sargent	H. J. Kirk	A. E. Stevens	1 15/16	23	17 1/2	14	General 11/-

ORANGE FREE STATE

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Bloemfontein	The Friend (Eng.) (4)	1850	MDexSun.	The Friend Newspapers, Ltd.	R. M. de Villiers	T. B. Trigger	C. H. Heunis	1 11/16	21 1/2	15 1/2	14	General 10/
	Die Volksblad (Afr.) (6)	1916	EDexSun.	Nasionale Koerante Beperk	H. deV. Coetzee	H. Coetzee	J. H. Rheeder	2	20	16	14	General 11/6 Flat.
Kroonstad	Northern Times & Goldfields Express (Eng.-Afr.) (6)	1944	Fri.	O. V. S. Afrikaanse Pers Beperk	J. G. Syfert	F. P. Senekal	T. S. Jooste	1 7/8	16	10	20	General 5/6 Flat

NORTHERN RHODESIA

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Lusaka	*Central African Post (Eng.) (4)	1947	Mon., Wed. Sat.	Rhodesian P. & P. Co., Ltd.	M. N. Smith	C. E. Cooper	C. J. Peycke	1	20 1/4	17 1/2	8	General 7/0
Ndola	*Northern News (Eng.) (4)	1943	MDexSun.	Rhodesian P. and P. Co., Ltd.	S. H. Brooke-Norris	H. W. Miller	J. W. Davies	1 15/16	20 1/2	17 1/2	14	General 10/-

SOUTHERN RHODESIA

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s.c. inch) Appeal
Bulawayo	*The Chronicle (Daily) (Eng.) (4)	1894	MDexSun.	Rhodesian P. and P. Co., Ltd.	S. R. Swadel	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	18	General 9/-
	*The Chronicle (Weekend) (Eng.) (4)	1894	Fri.	Rhodesian P. and P. Co., Ltd.	S. R. Swadel	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	32	General 11/-
	*Sunday News (Eng.) (4)	1930	Sun.	Rhodesian P. and P. Co., Ltd.	G. D. Smith	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	16	General 6/-
Salisbury	*The Rhodesia Herald (Eng.) (4)	1891	MDexSun.	Rhodesian P. and P. Co., Ltd.	C. J. Cowan	P. J. Power	K. C. Enock	1 15/16	23	17 1/2	20	General 13/6
	*Sunday Mail (Eng.) (4)	1946	Sun.	Rhodesian P. and P. Co., Ltd.	A. I. Ferraz	P. J. Power	K. C. Enock	1 15/16	23	17 1/2	34	General 20/ - Flat

*Member of Argus Printing & Publishing Co., Ltd. Group

(Data for South African Newspapers furnished by Newspaper Press Union of South Africa, Johannesburg.)

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DAILY NEWSPAPERS OF NEAR EAST AND MIDDLE EAST

ADEN

(Colony: 150,000; Protectorate 800,000)

Publication	Language	Estab.	Editor	Adv. Mgr.	Rate Per Col. Inch
Al Yaqda (DexMon)	Arabic	1949	A. R. Girgrah	I. Rasim (London Office)	7/6

CYPRUS

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Nicosia (42,000)	Cyprus Mail	English	4,000	Cyprus Mail Co.	Victor Bodker	7/
	Times of Cyprus	English		Cosmos, Box 451 Nicosia	Charles Foley	
	Eleftheria (d ex Mon.)	Greek	10,000	Dem. Th. Stavrinides	Dem. Th. Stavrinides	7/
	Ethnos (d ex Mon.)	Greek			Vias Markides	5/
	Neos Democratis (d ex Mon.)	Greek			St. Jacovides	5/
	Hur Soz	Turkish			Fevzi Ali Riza	3/6
	Halkin Sesi	Turkish			Dr. M. Fazil Kucuk	3/6
	Haravgi	Greek				
	Istaklal (d ex Mon.)	Turkish	2,500			3/6
	Phileleftheros (MD)	Greek				
	Phos (d ex Sun.)	Greek	6,500		Thassos Korfiotis	5/
	Protevousa (d)	Greek	4,000		A. Papanicolaou	3/6

IRAN

City	Name of Daily Paper	Circulation	Name of Editor	Name of Advertising Manager
Tehran	Etella'at (d & S) (6)	65,000	Abbas Massoudi (Pub. & Dir.)	E. Y. Bozorgmehr (Chief Ed.)
	Etella'at (Air Mail-ed.)	5,000	Abbas Massoudi (Pub. & Dir.)	E. Y. Bozorgmehr (Chief Ed.)
	Kayhan (4)	55,000	Mesbah Zadeh	Mesbah Zadeh
	Poste Tehran (d)	12,000	Mohammad Ali Massoudi	Mohammad Ali Massoudi
	Irane Ma	1,000	Jahangir Tafazoli	Jahangir Tafazoli
	Tehran Journal (d) (6)	5,000	(English)	
	Journal de Tehran (6)	5,000		
	Atesh	6,000	Mir Ashrafi	Mir Ashrafi
	Koushesh	2,500	Safavi	Safavi
	Dad	8,000	Amidi Nouri78	Mostafa Alamouti
	Setareh	2,500	Ahmad Maleki	Ahmad Maleki
Shiraz	Pars	3,000	Sharghi	Sharghi
	Golestan	2,500	Mohammad Taghi Golestan	Mohammad Taghi Golestan
Isfahan	Isphahan	3,000	Amirgholi Ayati	Amirgholi Ayati
	Sedaye Isphahan	3,000	Mokri	Mokri
Arak	Arak	2,000	Azeman	Azeman
Tabriz	Navi	3,500	Ahmadian	Ahmadian
	Djahan Honar	3,000	Nour Ahmadi	Nour Ahmadi
Mashad	Khorassan	4,000	Mohammad Sadegh Tehranian	Mohammad Sadegh Tehranian
Abadan	Khabarhaye Rouz	4,000	Shamse Davari	Shamse Davari
Kashan	Nedaye Kashan	3,000	Morteza Feiz	Morteza Feiz
Ghom	Ostovar	1,500	Tahmasebi	Tahmasbi
Shahreza	Nedaye Shahreza	1,500	Molai	Molai
Rezaiyeh	Peyame Rezaiyeh	2,500	Nakhjavan	Nakhjavan
Khouzistan	Ghiame Khouzistan	3,000	Kassir Abadi	Kassir Abadi
Bushehr	Sangelakh	2,000	Mohammad Ali Tchoubak	Mohammad Ali Tchoubak
Ghazvin	Sedaye Ghazvin	1,500	Seid Alaedin	Seid Alaedin
Dezfoul	Shamshire Mellat	2,500	Hakimi	Hakimi
Sari	Assar	2,000	Hossein Akbarpour	Hossein Akbarpour
Yazd	Edalate Yazd	3,000	Kaveh	Kaveh

IRAQ

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Baghdad (600,000)	The Times	English	4,000			8/
	Al Akhbar	Arabic	3,000	Jubran Malkoun		6/
	Al Hawadeth	Arabic	3,500	Adel Awni		4/
	Al-Hurriyah	Arabic		Kasim Hammoudi		
	Al Sha'ab	Arabic	4,000	Yehya Kasim		4/
	Al-Yagtha	Arabic		Salman Al-Safwaui		
	Al Zaman	Arabic	7,000	Towfik Al-Sawaani	Mahmoud Nedim Ismael	4/6
Basrah (200,000)	Al Dustur	Arabic		Mahmoud Al-Amer		
	Al Manar	Arabic		Abdul Aziz Barakat		
	Al Nas	Arabic	3,500	Abdel-Kader Al-Sayyab		
Mosul (300,000)	Fata Al Iraq	Arabic	2,500	Ibrahim Al-Chalabi		
	Sawt Al Omna	Arabic	2,000	Michael Dawoud Haddad		

ISRAEL

City Population	Publication	Party or Organization	Editor
Jerusalem (146,000)	Hamodia (m)	World Agudat Israel	Yehuda L. Levin
	Hakol (m)	Agudat Israel	Y. Blau
	Jerusalem Post (m)	Independent (English Language)	Ted Lurie
Tel Aviv (364,000)	Davar (m)	Histadrut	H. Shurer
	El Yom (m)	Independent (Arabic Language)	M. Asaf
	Haaretz (m)	Liberal, Independent	G. G. Schocken
	Haboker (m)	General Zionists	J. Groman
	Al Hamishmar (m)	Mapam	J. Amit
	Hatzofeh (m)	Mizrahi	S. Daniel
	Kol Ha'am (m)	Communist	Dr. M. Sneh
	Lamerhav (m)	Ahdut Ha'avoda-Poalei Zion	S. Derech
	L' Echo d' Israel (m)	Independent (French Language)	I. Rabin
	Ma'ariv (e)	Independent	A. Disentchik
	Yediot Acharanot (e)	Independent	Dr. H. Rosenblum
	Yediot Hadashot (m)	Independent (German Language)	Dr. I. Lilienfeld
	Yediot Hayom (m)	Independent (German Language)	Dr. F. Reichenstein
	Herut (m)	Herut Party	I. Remba
	Omer (m)	Histadrut	Don Pines
	Shaarim (m)	Agudat Israel Workers	Dr. Kalman Kahane
	Uj Kelet (m)	Independent (Hungarian Language)	Dr. E. Marton
		L'Information Independent (French)	M. Arieli

JORDAN (1,500,000)

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Amman (2,000)	Al Urdon	Arabic	6,000			5/
	*Al-Hayat		782			
	*Pub. in Beirut, Lebanon					
	Al Jazireh	Arabic	2,000			
	Hawi Alalam					
Jerusalem (Old City) (127,000)	Al Difaa	Arabic	12,000	Sadek Elshunti	Ebrahim Elshunti	5/
	Al Jihad	Arabic	10,000	Mohamed Abul Zulaf	Mohamed Abul Zulaf	12/6

KUWAIT (205,000) and the Persian Gulf

Publication	Language	Circulation
Al Hayat (D)	Arabic	985

LEBANON

City Population	Publication	Language	Circulation	Publisher	Editor	Base Rate
Beirut (350,000)	Al Nahar	Arabic	5,500	Toufic Matni	Wal Tueni	13/
	Telegraphe	Arabic	4,000	Nasib El Mitny	Nasib El Mitny	13/
	Al Tayyar	Arabic	3,500	Tawfig El Matny	Tawfig El Matny	
	Al Hayat	Arabic	16,462	Kamel Mrowa	Mounir Takchi Adv. Mgr.	8/
	Beyrouth	Arabic	3,500	Muh. Nsouli	Mohammed Amin Doghan	
	Beirut El Masa	Arabic	3,000	Abdullah Mashnoug	Abdullah Mashnoug	5/10
	Al Hadaf	Arabic	6,500	Zouheir Osseyran	Mohammed Amin Doghan	
	Al Amal	Arabic	2,500	Phalangist Party	Elias Rabbani	10/6
	Ad Dastour	Arabic	3,000	Heirs of Mohammed	Al-Aboud	
	Ach-Chaark	Arabic	3,500	Khairy Kaaki	Al-Aboud	
	Al Bayrak	Arabic	3,000	Youssef Fadl Akl	Al-Aboud	
	Al Ahrar	Arabic	4,000	Camille Y. Chamoun	Al-Aboud	
	Al Raouad	Arabic	3,000	Bechara Maroun	Al-Aboud	
	Al Youm	Arabic	3,000	Afif Tibi	Al-Aboud	
	Al Diyar	Arabic	3,000	Hanna Ghosn	Al-Aboud	
	An Nidal	Arabic	1,500	Mustapha Mokkadem	Al-Aboud	
	Az-Zaman	Arabic	1,500	Robert Abella	Mohammed el Aridi	
	Raqeeb al Ahoual	Arabic	1,000	Semaan F. Seif	Mohammed el Aridi	
	Al Balagh	Arabic	2,000	Mohammed el Bakar	Mohammed el Aridi	
	Al Jaridah	Arabic	9,000	Nasry Malouf George Nakash	Nasry Malouf	15/
	Al Islah	Arabic	4,500	Khalil Abou Jaoude	Rushai Maalouf	
	Kula Shaie'a	Arabic	2,000	Wafiq El Alaili M. Badia Serbieh	Wafiq El Alaili	10/
	Al Ittihad Lubnani	Arabic	2,000	Zeidan Zeidan	Rushai Maalouf	
	As Sahafa	Arabic	3,000	Faouzi Mokarzel	Ibrahaim Haddad	
	Sada Loubnane	Arabic	2,000	Mohamed Baalbaki	Ibrahaim Haddad	
	Lissaannel Haal	Arabic	2,000	Khalil Ramez Sarkis	Nabeeb Salameh	
	Al Muharrer	Arabic	1,000	Fareed al Fayara	Nabeeb Salameh	
	Nidaa al Watan	Arabic	1,500	Elias Ghoriafi	Nabeeb Salameh	
	Al Hoda	Arabic	1,000	Ahmad Sabaah	Nabeeb Salameh	
	Al Wijdaan	Arabic	1,200	Fouad Badaoui	Alexander Boustani	
	Al Inshaa	Arabic	1,000	Mahmoud Al Adhanni	Alexander Boustani	
	L'Orient	French	7,000	George Nakash	George Nakash	9/1
	Le Jour	French	3,000	Michael Sheama	Khalil Jamil	7/10
	Le Matin	French	6,000	Mokheiber	Mokheiber	12/
	Le Soir	French	3,000	Decron Nosian	Decron Nosian	6/9
	Daily Star *(The only English language newspaper in the Levant, where its total certified circulation is 5,280)	English	*2,890	Kamel Mrowa	Nicola I. Durr	8/4
	The Arab World	English	1,500	Mrs. Hind Sadaka Tamer	Assad Tamer	
	Ayk	Armenian	4,000	Dikran Tosbath	Beehard Macloufi	
	Aztag	Armenian	4,000	Haig Bailan	Beehard Macloufi	
	Aztarar	Armenian	3,000	Mme. Elise Aslanian	Beehard Macloufi	
	Zartong	Armenian	3,000	Paronagh Togmassian	Beehard Macloufi	
Tripoli	As Sarkha	Arabic	3,000	Ahmed Z. Afioumi	Beehard Macloufi	
	Al Incha	Arabic	3,000	Yasser Adhami	Beehard Macloufi	
Zahle	Zahle Fatat	Arabic	2,000	Ch. Bakhache	Beehard Macloufi	
	Al Wedi	Arabic	2,000	Heirs of Nadra Alouf	Jamil Alouf	
	Al Bilad	Arabic	1,500	Anis Mussalem	Jamil Alouf	

SAUDI ARABIA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Mecca (200,000)	Al Bilad El Saudiaya	Arabic	15,000	Fuad Shaker	Fuad Shaker	9/6
	*Al-Hayat	Arabic	237			
	*Pub. in Beirut, Lebanon					

SYRIA

City Population	Publication	Language	Circulation	Publisher	Editor
Aleppo (400,000)	Al-Hawadith	Arabic	6,000	Husain Al-Shaabani	
	Al-Watn	Arabic	5,000	Abdul Rahman Abou Qaus	
	Barq Al-Shemal	Arabic	6,400	Nicola Janji	
	Urfalak	Armenian	5,000	Haraj Papazian	
	Souriya	Armenian	4,000	Vanes Yazijian	
	Al-Shabab	Arabic	9,000	Edward Noun	
	Al-Nazir	Arabic	13,000	Ahmed Qambar	
	Al-Mizan			Nasir Abdul Hamid Nasir	
	Al-Tarbiya			Abdul Salaam Al-Kamili	
	Marahil al-Jihad			Abdul Qadir Hakki Al-Haffar	
	Akil Daqiqa			Salah Al-Basmaji Al Haffar	
	Al-Souri al Jadid	Arabic		Faidi Atassi; Mahjoub Shahin	
	Al-Fijr	Arabic		Ahmed Nouris Al-Suwwah	
	Al-'Arouba	Arabic		Abdul Wadoud Atassi	
Damascus (396,000)	Al Akhbar	Arabic	7,000	Basim Mourad	
	Alif Ba	Arabic	6,000	Yusuf Al-Isa Sons	Nazir Fansa
	Al-'Alam	Arabic	7,000	Izzat Hasriyeh	Izzat Hasriyeh
	Al-Sham	Arabic	7,000	Bekri Al-Mouradi	
	Al-Nasr	Arabic	13,000	Wadi' Seidaoui	
	Al-Hadara	Arabic	7,200	Dr. Mohammed Wejih Rouweish	
	Al-Qabas	Arabic	11,000	Nejib al-Rayyis' Sons	Abbas Elhamod
	Al-Insha	Arabic	6,000	Wejih Al-Haffar	Wejih Al-Haffar
	Al-Faiha	Arabic	16,000	S'aid Tellaoui	Abdul-Razzak Alzahabi
	Al-Rai al-'Am	Arabic	14,000	Ahmed 'Isseh	Ahmed 'Isseh

(Continued on Page 420)

DAILY NEWSPAPERS OF NEAR EAST AND MIDDLE EAST—Continued

SYRIA—Continued

City Population	Publication	Language	Circulation	Publisher	Editor
	Al-Ayyam	Arabic	16,000	Nassouh Babil	Nassouh Babil
	Al-Jumhour	Arabic	4,000	Bashir Kaadan	Bashir Kaadan
	Al-Minar	Arabic	6,000	Bashir Al-Aouf	Bashir Al-Aouf
	Al-Waay	Arabic	4,000	Fathi Kirkoutli	
	Lisan Al Sha'ab	Arabic	4,000		Adel Quzeiha
	Barada	Arabic	7,000	Munir al-Rayyis	Munir al-Rayyis
	Saut Al-Arab	Arabic	6,000	Abdul Kadir Al-Kawwas	Abdul Kadir Al-Kawwas
	Al-Nour	Arabic		Abdul Baki Al-Jamali	
	Dimashk Al-Mesa	Arabic		Nassouh Al-Dauji	
	Al-Sarkha	Arabic		Ahmed Alloush	
	Akbar Al-Nahar	Arabic		Zafir Al-Sabouni	
	Al-Nahrir	Arabic		Abdul Karim Al-Dandashi	
Hama (102,000)	Al-'Asi	Arabic		Mohammed Al-Hafiz	
Soueida (13,000)	Jaridet al-Jabal	Arabic		Nejib Harb	
Qamishli	Saut al-Jezirah	Arabic		Dr. Hisham Al-Husni	

LATAKIA (Division of Syria)

City Population	Publication	Language	Circulation	Publisher	Editor
	Al Bilad	Arabic	5,000	Mohammed Al-Rayyis	
Latakia (51,000)	Al Istiqlal	Arabic	4,800		Kamal Shuman
	Al-Jala	Arabic		Dr. Rivad Rouweiha	
	Al-Irshad	Arabic		Amin Hakim	

TURKEY

City	Publication	Publisher	Chief Editor
Afyon	Güven	Mehmet Acar	
	Gençliğin Sesi	Kazim Erçelik	
	Yeni 14 Mayis	Nüsret Koçoğlu	
Agri	Yayla	Şeref Saraçoğlu	
Ankara	Ankara Telgraf	Gazanfer Kunt	
	Hakimiyet	Hikmet Yazicioğlu	
	Her Gün Ekspres	M. Faruk Gürtunca	M. F. Gürtunca
	Hürses	Cavit Oral	Cavit Oral
	Medeniyet	Feyzi Boztepe	Feyzi Boztepe
	Resmi Gazete	Publications Dept.	Premier's Office
	Son H avadis	Cemil Sait Barlas	Cemil Sait Barlas
	Ulus	Kasim Gülek	Hüseyin C. Yalcin
	Zafer	Zeki Riza Sporel	M. Faik Fenik
Antalya	Antalya	Mazlum Emin Adison	
	İleri	Tevfik Türek	
	Şelale	Sabri Tunca	
Aydin	Hür Aydin	Raif Aydoğdu	
Balikesir	Balikesir Postasi	Münir Yenal	Sitki Yircali
	Ateş	Cahit Albayrak	
	Türk Dili	Cevdet Demiray	
Bingöl	Bingöl	H. Bayram Özpinarbaşi	
	Yeni Bingöl	Şevket Sirtalan	
Bitlis	Bitlis	A. Şeref Hanoğlu	
	Yeşil Bitlis	Nejat Baturay	
Bursa	Ant	Derviş S. Taşman	Derviş S. Taşman
	Hakimiyet	Hayri Terziolğlu	İsmet Bozdağ
Canaskale	Inkilap	Ahmet Doğan	
Coruh	Demokrat Çoruh	Hilmi Çeltikoğlu	
	Hür Çoruh	Aytekin Halvaşi	
Denizli	Yeni Denizli	Fahri Karaca	
Diyarbakir	Demokrat Şark	Abdullah Ocak	
	Diyarbakir	T. Cahit Çubukçu	T. Cahit Çubukçu
Elaziğ	Elaziğ	Necip Bingöl	Ömer Sanaç
	Turan	İhsan Turan	İhsan Turan
	Uluova	Şevket Çeçen	
Erzincan	Demokrat Erzincan	Sadullah Erim	
	Öz Erzincan	Hüseyin Tiryaki	
Erzurum	Demokrat Doğu	Hüseyin Durak	
	Demokrat Erzurum	F. Taşkesenoğlu	
	Doğu	Turhan Bilgin	Turhan Bilgin
Eskişehir	Demokrat Eskişehir	Ali Riza İlicali	
	Demokrat Hamle	Abdülkadir Gürol	
	İstikbal	Ziya Sürol	
	Mücadele	Ruşen Mamuh	
	Sakarya	Abdurrahman Ünügör	
	Yeni Eskişehir	Hamit Dedelek	
Gaziantep	Demokrat Güven	Hüsnü Levent	
	Demokrat Ülkü	Faik Muhsinoğlu	
	Kara Yilan	Servet Güzel	
Giresun	Gündüz	Şahabettin Uzunkaya	
	Işik	Nuri Ahmet Çimşit	
	Yeni İleri	Orhan Çulfaz	Orhan Çulfaz
Hatay	Atayolu	Mehmet Burç	
	Ayyildiz	Mehmet Özkan	
	Hatay Postasi	Abdurrahman Konuralp	
	İleri Türkiye	Hazim Hastürk	
	İskenderun	Suphi Levent	Suphi Levent
	Körfez	Ahmet Perker	
	Sabah	Sebahattin Ezer	

TURKEY—Continued

City	Publication	Publisher	Chief Editor
	Yeni Devir	Burhan S. Yalçin	
	Yeni Yol	Şekip İnal	Şekip İnal
İçel	Akdeniz	Emine Oğuz Can	
	Gülek Sabah Posta	Rifat Özavci	
	Hakimiyet	Kemal Tursunbay	
	Yeni Mersin	Müştak Aktaş	
Istanbul	Akşam	Malik Yolac	
	Apoyevmatini	K. Vasiliadis	
	Cumhuriyet	Nadir Nadi	Doğan Nadi
	Dünya	Falih R. Atay	Bedii Faik
	Embros	Nuri Akça	
	Gece Postasi	Etem İzzet Benice	
	Hergün	M. Faruk Gürtunca	M. Faruk Gürtunca
	Hürriyet	Haldun ve Erol Simavi	
	Istanboul (French)	Jules Compte-Calix	
	Istanbul Ekspres	Mithat Perin	Mithat Perin
	Istanbul Haber	Hasan Rasim Us	
	Jamanak	A. Koçinyan	
	Journal D'Orient	Albert Karasu	
	Marmara	A. Şamiliyan	
	Milliyet	Ercümend Karacan	
	Sehir	Nuri Atilgan	Kemal Onan
	Son Saat	Selim Baban	Cihat Baban
	Son Posta	Selim Rağip Emeç	Selim Rağip Emec
	Tercuman	Semih Tanca	
	Vatan	A. Emin Yalman	Ahmet Emin Yalman
	Vakit	Asim Us	Asim Us
	Yeni Istanbul	Habib Edip Törehan	Habib Edip Töreh an
	Yeni Memleket	Orhan Mete	
	Yeni Sabah	Safa Kilişlioğlu	
Izmir	Demokrat İzmir	Adnan Düvenci	Adnan Düvenci
	Ege Ekspres	Nihat Kürşad	
	Halkin Sesi	Reşat Şanli	
	Sabah Postasi	O. Rahmi Gökçe	O. Rahmi Gökçe
	Ticaret	Süha S. Tükel	
	Yeni Asir	Şevket Bilgin	Şevket Bilgin
Kars	Ekinci	Cengiz Ekinci	Cengiz Ekinci
	Halkin Sesi	Özdemir Kirali	Özdemir Kirali
	Serhat Ardahan	Kemal Okyay	
Kastamonu	Doğru Söz	Ziya Demircioğlu	
	Yeni Ses	Ahmet Kirali	
Kayseri	Anadolu	Memduh Muhasipoğlu	
	Hakimiyet	Şaban Sariyildiz	
	İstiklal	A. Yahyabeyoğlu	A. Yahyabeyoğlu
	Yeni Kayseri	Mehmet Kocabay	
Kocaeli	Akşam Haberleri	Selami Savaş	Selami Savaş
	Bizim Şehir	Saim Aşkin	
	Demokrat Kocaeli	Süreyya Sofuoğlu	
	Türk Yolu	Mehmet Yüce	Mehmet Yüce
	Yeni Ada Postasi	Sami Güllü	
Konya	Yeni Konya	Mehmet Arıcan	
	Yeni Meram	Ahmet Bahçıvan	
Kütahya	Demokrat Kütahya	Ömer Faruk KaraAli	
Malatya	Demokrat Malatya	Celâl Bilgili	
	Gayret	Hüseyin Karataş	
	Sabah	Nevzat Bulun	
Manisa	Açiksöz	Halil Unsitmak	
	Başari	Nuri Özgüleç	Nuri Özgüleç
	Işik	A. Kemal Besen	A. Kemal Besen
	Hürriyet Misaki	Hayri Soytürk	
Maraş	Demokrasiye Hizmet	S. EmirMahmutoğlu	
	Engizek	Nadire Tolun	
	Kahraman Yurt	Ali Kiper	
Mardin	Ulus Sesi	Siyret Bayar	Siyret Bayar
Mugla	Demokrat Yayla	Selahattin Anlar	
	Mugla	Riza Amur	
	Hamle	Selahattin Anlar	
Ordu	Gürses	A. Riza Gürsoy	
	Haber	Tarik Özsoy	
	Ordu Postasi	Şevket Akdag	
Rize	Rize Gazetesi	Rahmi Arer	Rahmi Arer
Samsun	Ahali	Hasan Oral	
	Demokrasi Müdaafii	Cavit Coşkundere	
	Demokrat Canik	Ziya Zeren	
	Şamar	Nevzat Coşkundere	
	Samsun	Haydar Kösepoğlu	Kamil Sirmen
	Samsun Ekspres	Yaşar Yüceer	
	Samsun Postasi	Fatma Güvenli	
	Yeni Ses	M. Eşref Yüceer	
Seyhan (Adana)	Bu Gün	Nihat Oral	Nihat Oral
	Demokrat	Ömer Başeğmez	Ömer Başeğmez
	Türk Sözü	Ferit C. Güven	Ferit C. Güven
	Vatandaş	Mahmut Karabucak	Enver Batumlu
	Yeni Adana	Aydin R. Yüreğir	
Siirt	Demokrat Siirt	F. Yazgan	F. Yazgan
	Siirt	Emin Kilişçoğlu	
	Siirt Sesi	Haydar Koyuncu	
Sivas	Anadolu Akşam Haberi	Neşet Dumanli	
	Ülkü	Kemal Kitapçi	
Tekirdag	Yeni İnan	Fahir Tanen	
Trabzon	Çaykara	T. Osman Çelebioğlu	N. S. Çelebioğlu
	Doğu	Zeki Yağmurdereli	
	Halk	Mehmet Kazancioğlu	
	Yeni Yol	H. Muzaffer Korlu	
Urfa	Akgün	Lami Akgün	
	Demokrat Urfa	Celal Özbek	
	Urfanin Sesi	Ahmet Işgör	
Van	Van Sesi	İlyas Kitapçi	
Zonguldak	Demokrat Zonguldak	Mahmut Ulusoy	
	Sabah	Şükrü Usman	
	Yeni Karabük	Kemal Çivici	

DAILY NEWSPAPERS OF ASIA AND FAR EAST

AFGHANISTAN

Place of Publication	Newspaper	Language	Circulation	Base Rate
Kabul	Annis	Persian and Pashtu		
Kabul (206,208)	Islah	Persian and Pashtu		

BURMA

City and Newspaper	Language	Editor	Advt. Manager
RANGOON			
Bamakhit	Burmese	U. Koko Lay	U. On Kin
Burma Express	English		Burma Nedu Co.
Burma Nedu	Tamil		Burma Nedu Co.
Burman	English	U. Ba Chit Tin	
Daily Herald	Burmese		
Economic Daily	Burmese	U. On Tin	
Hanthawaddy	Burmese	U. Sein	U. Myint
New China Pao	Chinese	Chio Ming	Chao Tuck
New Light of Burma	Burmese	Y. Thoung Nyun	U. Pon
New Rangoon Evening Post	Chinese		
New Times of Burma	English		
Progress	Burmese	U. Thwin	Maung Zaw
Rangoon Daily	Burmese	U. Aung Myin	U. Nyan Khin
Sun	Burmese	U. Myo Nyuant	
Tribune	Burmese	M. Pe Chein	

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

INDIA—Continued

City and Newspaper	Language	Editor	Advt. Manager
BOMBAY			
AHMEDABAD			
Gujarat Samachar	Gujarati	K. M. Mehta	Deepak Ads Ltd.
Janmabhoomi	Gujarati	R. C. Seth	
Pratant	Gujarati	K. Kothari	P. Thakore
Sandesh	Gujarati	N. C. Bodiwala	B. Bharwada
Sandesh	Gujarati	N. C. Bodiwala	M. Gandhi
BARODA			
Lokmitra	Gujarati	S. R. Sheth	M. P. Gandhi
BOMBAY			
Indian Express	English	Ramnath Goenka	S. B. Shah
Bombay Chronicle	English	D. C. Patole	C. A. Narayan
Bombay Samachar	Gujarati	S. P. Kapadia	J. B. Vyas
Bombay Sentinel	English	D. C. Patole	K. M. Suntoke
Chitra	Marathi	V. Pradhan	J. B. Vyas
Evening News of India	English	N. J. Nanporia	V. P. Vasani
Free Press Bulletin	English	A. Hariharan	T. S. Ramnath
Free Press Journal	English	A. Hariharan	D. N. Nadkarni
Hakikat	Sindhi	H. Karamchand	D. N. Nadkarni
Hakikat	Urdu	S. Raza	H. V. Sadarangani
Inqilab	Urdu	A. H. Ansare	M. H. Ackramy
Jam-E-Jamshed	Gujarati	A. Marshan	S. A. James
Janmabhoomi	Gujarati	R. E. Mehta	R. P. Marshan
Janmabhoomi	Gujarati	M. Mehta	D. N. Nadkarni
Lokmanya	Marathi	P. V. Gadgil	Janmabhoomi Advertisers
Lokmata	Marathi	Mahajani	Janmabhoomi Advertisers
Navbharat Times	Hindi	A. K. Jain	C. A. Narayan
Navshakti	Marathi	S. D. Palekar	T. S. Ramnath
Prajatantra	Gujarati	J. C. Shah	D. N. Nadkarni
Sadhyanal	Marathi	P. V. Limaye	V. P. Vasan
Times of India	English	N. J. Nanporia	
Vishwamitra	Hindi	S. L. Tripathi	T. S. Ramnath
KOLHAPUR			J. K. Varma
Sakal	Marathi	B. A. Patil	A. B. Patil
KANPUR			
Dinmani	English	A. D. Mani	K. S. Bharadwaj
Northern Times	English	W. G. Sheorey	
Swatantra	Hindi	R. G. Maheswari	A. G. Sheorey
Tarun Bharat	Marathi	G. T. Madkholkar	M. R. Surjan
Yugchetana	Hindi	B. D. Vajpeyi	W. R. Laghate
NAGPUR			D. S. Core
Deshbari	Marathi	D. S. Potnis	
POONA			
Prabhat Bharat	Marathi	V. G. Geet	K. N. Thipse
Lokshakti	Marathi	N. W. Limaye	V. M. Mahendale
Poona Daily News	English	V. R. Kothari	S. D. Sabade
Sakal	Marathi	N. B. Parulekar	C. H. Gandhi
RAJKOT			H. V. Tadphale
Jai Hind	Gujarati	P. L. Shah	
Saurashtra	Gujarati	J. R. Rawal	V. G. Sejpal
Phul Chhab	Gujarati	N. M. Shah	N. J. Rawal
SURAT			M. A. Dave
Gujarat	Gujarati	R. C. Desai	
Gujaratmitra	Gujarati	P. V. Reshamwala	S. C. Desai
Prabhat	Gujarati	K. K. Shelat	P. V. Reshamwala
			J. J. Doctor
DELHI			
DELHI			
Al Jamiat	Urdu	M. U. Farquslette	D. R. Wadhawan
Tej	Urdu	V. B. Gupta	J. C. Bawa
Vir Bharat	Urdu	P. Ziai	O. P. Bhasin
NEW DELHI			
Hindustan	Hindi	M. B. Varma	Kashmiri Lal
Hindustan Times	English	Druga Das	Kashmiri Lal
Milap	Urdu	S. Yash	R. D. Chopra
Pratap	Urdu	K. Narendra	D. B. Paul
Vishwamitra	Hindi	Pt. H. Dwivedi	N. K. Agrawal
Indian Express	English	Ramnath Goenka	C. A. Narayan
Statesman	English	G. A. Johnson	A. H. Marsh
Hindustan Standard	English	S. K. Basu	J. C. Gupta
JAMMU - KASHMIR			
SRINAGAR			
Rah	Urdu	S. L. Sharma	D. Bhandu
Hamdard	Urdu	N. L. Wattal	P. N. Kaul
KERALA			
CALICUT			
Chandrika	Malayalam	Md. Kaya Sahib	K. P. M. Sahib
Mathrubhumi	Malayalam	K. P. Kesava Menon	C. K. Nambiar
Pravartaka	Malayalam	K. A. D. Menon	T. Phalgunan
ERNAKULAM			
Deshabhimani	Malayalam	M. K. Raja	V. N. Menon
Deepam	Malayalam	Thomas Cheryan	
Malayala Manorama	Malayalam	T. Veluthedath	J. Mathew
Mathrubhumi	Malayalam		
KOTTAYAM			
Deepika	Malayalam	M. V. Joseph	Rev. Fr. Gratian
Desabhimani	Malayalam	R. K. Kartha	K. R. Padman
Kerala Bhushanam	Malayalam	K. C. Zachariah	J. Korah
Malayala Manorama	Malayalam	K. M. Cherian	K. M. Mathew
QUILON			
Malayala Rajyam	Malayalam	N. C. Nair	N. Balakrishnan Nair
Prabhatam	Malayalam	Tangal Kunju	A. S. Abdeen
TELLICHERRY			
Deshabhimani	Malayalam	K. Krishnan	M. J. John
Chandrika	Malayalam	K. V. R. Nair	T. V. S. Iyer
TRIVANDRUM			
Kerala Kaumudi	Malayalam	K. Sukumaran	K. Sukumaran
MADHYA PRADESH			
BHOPAL			
Hitavada	English	A. D. Mani	K. S. Bharadwaj
The Madhya Pradesh Chronicle	English	K. P. Narayanan	S. S. Bechar
Akar	Urdu	A. R. Rashdi	I. Arif
Rehnuma	Urdu	H. Akhtar	S. Raza
INDORE			
Aj Samachar	Hindi	P. Vijay	M. S. Jaiswal
Agrani	Hindi	I. C. Jain	S. Pamdia
Jai Malwa	Hindi	R. Barpute	N. Tiwari
Nai Pratinidhi	Hindi	Y. S. Kushwah	D. M. Srivastava
COIMBATORE			
New India	Tamil	V. N. Ramaswami	P. R. Venkatesan
KURNOOL			
Andhra Patrika	Telugu	S. Sambu Prasad	P. V. Subbarayudu
Andhra Prabha	Telugu	N. Venkateswara Rao	D. F. Hao
Kalamani	Tamil	A. M. Sivaraman	K. Srinivasan
Dina Thanthi	Tamil	S. B. Adithyan	R. Somasundaram
Madras	Tamil	K. Srinivasan	S. Parthasarathy
Indian Express	English	Ramnath Goenka	C. A. Narayan
The Hindu	English	A. Taylor	N. A. Rao
Swatantra	English	C. R. Srinivasan	R. Ramabhadran
MADURAI			
Tamil Nadu	Tamil	K. Thyagarajan	K. Parthasarathi
Indian Express	English	Ramnath Goenka	C. A. Narayan
MYSORE			
BANGALORE			
Deccan Herald	English	Pothen Joseph	K. P. Krishnamurthy
Janata	Kannada	G. S. N. Somayaji	H. S. U. Rao
Prajavani	Kannada	T. S. R. Rao	K. P. Krishnamurthy
Tabadla	Kannada	R. Channabasavaiah	T. S. Krishna Sastry
Vishwavaniyan	Kannada	R. Ananda Rao	B. Raja Singa
HUBLI			
Hosagannada	Kannada	T. R. Neswit	S. K. Vijayaraj Rao
Karnataka Karnataka	Kannada	H. R. Moharray	M. H. Kanjalgi
Vidal Karnataka	Kannada	M. R. Ragi	H. K. Adyapadi

City and Newspaper	Language	Editor	Advt. Manager
ORISSA			
CUTTACK			
Eastern Times	English	J. B. Patnaik	B. Parida
Mathrubhumi	Oriya	G. C. Rout	N. Das
Prajatantra	Oriya	J. B. Patnaik	B. Parida
Samaj	Oriya	L. Misra	R. Routray
PUNJAB			
AMBALA			
Tribune	English	J. Natarajan	R. R. Sharma
AMRITSAR			
Vartman	Punjabi	S. I. S. Majhail	S. J. Singh
JULLUNDER			
Ajit	Urdu	S. S. Hamdard	I. S. Sachdev
Akali Patrika	Punjabi	S. Shadi Singh	S. J. Singh
Hind Samachar	Urdu	N. R. Dard	G. Tandon
RAJASTHAN			
JAIPUR			
Lokvani	Hindi	S. Shastri	M. S. Pareek
Rajasthan Chronicle	English	K. S. Narang	J. N. Rajput
Rashtradoot	Hindi	Y. K. Chaturvedi	P. N. Dugal
UTTAR PRADESH			
AGRA			
Sainik	Hindi	B. S. Bhadoria	B. S. Bhadoria
Ujala	Hindi	G. C. Kela	M. Senkela
ALLAHABAD			
Amrit Patrika	Hindi	V. Bhaskar	J. N. Banerji
Amrita Bazar Patrika	English	T. K. Ghosh	M. Ganguly
Bharat	Hindi	S. Dayalu Srivatsava	S. Pandey
Leader	English	R. N. Zutshi	B. R. Mehta
BENARES			
Aj	Hindi	R. R. Kadilkar	Shyam Das
Sansar	Hindi	V. Mishra	S. N. Prasad
KANPUR			
Advance	English	S. Jha	N. K. Agarawalla
Jagran	Hindi	P. C. Gupta	R. K. Gupta
Pratap	Hindi	S. C. Bhattacharya	K. D. Dalakoti
Pioneer	English	S. N. Ghosh	A. T. Bose
Vertman	Hindi	Pt. B. D. Tripathy	S. S. Awasthy
LUCKNOW			
National Herald	English	M. Chalapathi Rao	J. N. Srivatsava
Navjivan	Hindi	Satyadeo Sharma	J. N. Shrivastava
WEST BENGAL			
CALCUTTA			
Amrita Bazar Patrika	English	T. K. Ghosh	Meher Ganguly
Anada Bazar Patrika	Bengali	C. K. Bhattacharjee	J. C. Gupta
Asre-Jadid	Urdu	M. Sabri	J. R. Ghose
Hindustan Standard	English	S. K. Basu	J. C. Gupta
Janasevak	Bengali	A. Ghose	J. Dasgupta
Jugantar	Bengali	V. Mukherji	C. Das
Lokmanya	Hindi	M. Chaturbedi	K. S. Dwivedi
Loksevak	Bengali	P. Bhattacharya	The Publicity Society of India
Rozana Hind	Urdu	S. Kamruddin	Salebhhai
The Statesman	English	G. A. Johnson	A. H. Marsh
Vishwamitra	Hindi	K. C. Agrawalla	N. K. Agrawalla

INDONESIA

City	Name of Paper	Language
Ambonia (Ambon)	Haluan	Indonesian
	Tifa	Indonesian
Ampenan	Lombok Baru	Indonesian
Bandjarmasin	Indonesia Merdeka	Indonesian
	Indonesia Berdjuang	Indonesian
	Pengharapan	Indonesian
	Suara Kalimantan	Indonesian
Bandung	Trompet Islam	Indonesian
	Pikiran Rakjat	Indonesian
	Fikiran Rakjat	Indonesian
	Harian Indonesia	Indonesian
	Sipatahunan	Indonesian
	A.L.D.De Preanger bode	Sundanese
Balikpapan	Algemeen Indisch Dagblad	Dutch
Den Pasar (Bali)	Tekad	Dutch
Djakarta	Suara Indonesia	Indonesian
	Abadi	Indonesian
	Berita Indonesia	Indonesian
	Bintang Timur	Indonesian
	Duta Masjarakat	Indonesian
	Harian Rakjat	Indonesian
	Indonesia Raya	Indonesian
	Keng Po	Indonesian
	Merdeka	Indonesian
	Mimbar Indonesia	Indonesian
	Pedoman	Indonesian
	Pemandangan	Indonesian
	Pertjaturan	Indonesian
	Prokiamasi	Indonesian
	Sin Po	Indonesian
	Suluh Indonesia	Indonesian
	Sumber	Indonesian
	Utusan Nasional	Indonesian
	Daily Bulletin	Indonesian
	Indonesian Observer	English
	Times of Indonesia	English
	Sin Po	English
	Sheng Hwo Pao	Chinese
	Thien Sung Yit Po	Chinese
	Java Bode	Chinese
	Nieuwsblad voor Indonesie	Dutch
Jogjakarta	Nieuwsgier	Dutch
	Nasional	Dutch
Kupang	Kedaulatan Rakjat	Indonesian
Kutaradja	Pervata Timur	Indonesian
	Bidjaksana	Indonesian
	Peristiwa	Indonesian
Makassar	Tegas	Indonesian
	Rakjat Berdjoang	Indonesian
	Marhaen	Indonesian
	Pedoman Rakjat	Indonesian
	Timbangan	Indonesian
	Berita Baru	Indonesian
	Tindjauan	Indonesian
	Chiao Sheng Pao	Indonesian
	Daily Telegraph	Chinese
	The Daily Chronicle	Chinese
	Makkassaarse Courant	Chinese
Medan	Mimbar Umum	Dutch
	Waspada	Indonesian
	Mestika	Indonesian
	Pendorong	Indonesian
	Lembaga	Indonesian
	Patriot	Indonesian
	Tangkas	Indonesian
	Warta Berita	Indonesian
	Hwa Chiau Yit Poh	Indonesian
	Sumatra Bin Poh	Chinese
	Sumatra Bin Tah	Chinese
	New China Times	Chinese

(Continued on Page 424)

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

INDONESIA—Continued

City	Name of Newspaper	Language
Medan—Cont'd	Democratic Daily News	Chinese
	The Sumatra Times	Chinese
	Nieuwsblad voor Sumatra	Dutch
Mataram	Gelora	Indonesian
Menado	Pikiran Rakjat	Indonesian
	Sinar Baru	Indonesian
Malang	Malang Post	Indonesian
Samarinda	Gema Abadi	Indonesian
	Masjarakat Baru	Indonesian
	Pacific	Indonesian
	Pembina	Indonesian
Semarang	Suara Merdeka	Indonesian
	Tanah Air	Indonesian
	Sin Min	Indonesian
	Kuang Po	Indonesian
	Daulat Rakjat	Indonesian
	Expres	Indonesian
	De Locomotief	Dutch
Solo	Dwi Warna	Indonesian
Surabaja	Suara Rakjat	Indonesian
	Harian Umum	Indonesian
	Suara Masjarakat	Indonesian
	Trompet Masjarakat	Indonesian
	Perdamaian	Indonesian
	Java Post	Indonesian
	Merdeka	Indonesian
	Perwata Surabja	Indonesian
	Surabaja Post	Indonesian
	Tsing Kwang Daily Press	Chinese
	Thay Kong Sian Po	Chinese
	China Daily News	Chinese
	Nieuw Surabaiaasch Handelsblad	Dutch
	De Vrije Pers	Dutch
Ternate	Harian Rakjat	Indonesian
Padang	Haluan	Indonesian
	Penerangan	Indonesian
Palembang	Suara Rakjat	Indonesian
	Fikiran Rakjat	Indonesian
	Musi Time	Indonesian
Pangkal Pinang	Suluh Bangka	Indonesian
Pontianak	Pembangunan	Indonesian
	Indonesia	Indonesian
	Mimbar Masjarakat	Indonesian
	Pembangunan	Indonesian
	Chen Pau	Chinese

JAPAN

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager

Shimbun—Press; Keizai—Economics; Shashin—Photograph; Nikkan—Daily; Nippo—Daily; Nichinichi—Daily; Nippon—Japan; Shimpo—Press; Yukan—Evening Paper; Kogyo—Industry; Shin—New; Mainichi—Daily; Ku—Ward.

1. Circulations and Executive personnels are surveyed as of Dec. 31, 1957.
2. Circulations of non-members publishers are unknown and left blank.

CHUBU AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Atami	Tookai Shimpo (m)	.....	Katsunosuke Noshita	.....
Gifu	Gifu Times (m)	120,000	Takeo Yamada	Atsushi Nitta
	(e)	70,000	Matsumi Hayashi	Nakao Hasegawa
Koofu	Yamanashi Jiji Shimbun (m)	65,000	Nagao Ono	Hideo Nonose
			Taira Fuji	.....
	Yamanashi Nichinichi Shimbun (m)	83,000	Yoshiya Wada	Hisao Fukazawa
			Yukio Yokota	Yukio Yoishi
Matsumoto	Shinyo Shimbun (e)	31,768	Koomei Miyazaka	Yukue Miyazaka
			Koomei Miyazaka	.....
Nagano	Shinano Mainichi Shimbun (m)	210,310	Takeo Kosaka	Eiichi Shizume
	(e)	95,930	Toshiteru Ishiwara	.....
Nagoya	Asahi Shimbun (m)	200,000	Nagataka Murayama	Keizaburo Yasui
	(e)	200,000	Hitoshi Wada	Fukutaro Yamazaki
	Chubu Keizai Shimbun (m)	78,000	Kanematsu Miyake	Hajime Ueda
			Yoshio Kato	Hajime Ueda
	Chubu Nippon Shimbun (m)	1,026,363	Aichi Yora	Masaichi Kato
	(e)	823,604	Mitsuri Suzuki	Koyoshi Suwaike
	Mainichi Shimbun (m)	258,000	Chikao Honda	Suteo Tomonaga
	(e)	184,025	Chikao Kano	Rikunosuke Nakane
	Nagoya Times (e)	110,324	Toshio Nozaki	Takeso Kuwayama
			Takeo Shimizu	Nobuo Ishiwara
Shizuoka	Shizuoka Shimbun (m)	121,265	Koonosuke Ooishi	Yataro Hamada
	(e)	115,668	Mitsuharu Shigeta	Yataro Hamada
Suwa	Nanshin Nichinichi Shimbun (e)	32,000	Hiroshi Hino	Juugoro Kurokoochi
			Tahachiro Kondo	Juugoro Kurokoochi

JAPAN—Continued

CHUGOKU AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Hiroshima	Chugoku Shimbun (m)	373,115	Jitsuichi Yamamoto	Akira Yamamoto
	(e)	175,884	Shigetoshi Itokawa	Minoru Hamasaki
Matsue	Shimane Shimbun (m)	70,675	Kyusmon Kobata	Sei Ito
	(e)	29,285	Shigeo Adachi	Tokuhiro Kitasi
Okayama	Sanyo Shimbun (m)	320,959	Masashi Kodera	Kazuo Akiho
	(e)	256,853	Otoo Yoshida	Taro Fujii
	Yukan Okayama (e)	58,000	Sueshiro Hoshijima	Kisai Okazaki
			Sueshiro Hoshijima	Fumio Yoshikawa
Tottori	Nihonkai Shimbun (m)	68,320	Kimiyuki Kijima	Kiroku Daiaoka
			Sumio Shinoda	Naohisa Sakaide
Tsuyama	Tsuyama Asahi Shimbun (m)	.....	Takuya Fukuda	.....
Yamaguchi	Boocho Shimbun (m)	56,500	Susumu Saruhashi	Kashyo Maito
Yonago	San'in Nichinichi Shimbun (m)	40,000	Haruto Yamamoto	Sagio Kanamori
	(e)	40,000	Shigetome Matsumoto	.....

HOKKAIDO AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Abashiri	Abashiri Shimpo (m)	.....	Yuukichi Sasaki	.....
Kushiro	Kushiro Shimbun (m)	.....	Mutsuzo Katayama	.....
Muroran	Muroran Mimpo (m)	49,200	Kinjiro Tanimura	Katsuke Tanji
	(e)	49,200	Niao Tsuji	Katsuo Iwakura
Obihiro	Hokumon Shimpo (e)	6,900	Toshio Sayanagi	Akinobu Hirano
			Toshio Sayanagi	.....
Rumoe	Rumoe Times (m)	.....	Michitada Saito	.....
Sapporo	Hokkaido Shimbun (m)	723,500	Isao Nakano	Takashi Hosma
			Kunii Muroya	Tadayuki Tsuda
	Hokkai Times (m)	265,000	Kichijiro Kikuchi	.....
	(e)	265,000	Susumu Fujita	Kiyoshi Hosoe

HOKURIKU AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Fukui	Fukui Shimbun (m)	99,825	Ensuke Yoshida	Kazuo Kuroda
	(e)	21,370	Tatsumi Toyama	.....
Kanazawa	Hokkoku Shimbun (m)	276,215	Yasuji Saga	Narimori Aisaki
	(e)	266,287	Yoichiro Ishiji	.....
	Hokuriku Shimbun (m)	46,000	Keiji Asada	Yokichiro Tajima
	(e)	38,000	Kinichiro Gamoo	Jiro Asada
Niigata	Niigata Nippo (m)	212,182	Jiro Nishimura	Toichi Kitamura
	(e)	91,170	Keiji Nakano	Kiyoji Ookubo
Toyama	Hokuriku Yuukan (e)	52,650	Chojiro Kitagawa	Katsusaburo Shiraishi
			Toraji Ooue	.....
	Kitanihon Shimbun (m)	152,136	Teru Nakayama	.....
	(e)	106,420	Yuuken Fujii	Shigeji Saio
	Toyama Shimbun (m)	67,628	Takashi Saga	.....
			Yuuzaburo Oohira	Kazumi Oohira

KANTO AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Chiba	Chiba Nippo (m)	.....	Kiyoshi Matsushita	.....
Maebashi	Joomo Shimbun (m)	73,196	Hidekichi Shinohara	Shigeru Shinohara
	(e)	50,139	Shigeru Shinohara	Soojuro Arai
Mito City	Ibaragi (m)	67,100	Takeo Goto	Kura Ootake
			Sateji Oouchi	Kazuo Minatani
Tsuchiura	Jyooyo Shimbun (m)	.....	Kenichi Iwanami	.....
Urawa	Saitama Shimbun (m)	50,000	Hakuyu Takei	Minoru Takagi
			Yukio Komata	Ryoo Mikura
Utsunomiya	Shimotsuke Shimbun (m)	65,988	Takeshiro Fukushima	Takeo Fukushima
			Kikuma Kamakura	Taku Kuroeshi
	Tochigi Shimbun (m)	75,962	Juuro Kubo	Juuro Kubo
			Yusaburo Ohira	.....
Yokohama	Kanagawa Shimbun (m)	108,000	Hideo Sasaki	Gisuke Hasegawa
			Harukichi Masoda	Hisashi Sesga

KINKI AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Kainan	Kainan Shimbun (m)	.....	Giichi Fujii	.....
Koobe	Koobe Shimbun (m)	322,154	Kanji Tanaka	Kiyohide Dohashi
	(e)	249,781	Juichi Sekiguchi	Shyoichi Tanaka
	Shinko Shimbun (m)	114,650	Juuichi Takeuchi	Shobei Arimoto
	(e)	136,906	Juuichi Takeuchi	Shobei Arimoto
	Daily Sports (m)	328,438	Kikuji Shinohara	Eijiro Tsuruoka
	(e)	47,564	Tsuneo Kokubu	Tatsuo Suda
Kyoto City	Chuugai Nippo (m)	.....	Tooko Kon	.....
	Kyoto Shimbun (m)	288,141	Kokyo Shiraishi	Yosoji Yoshimura
	(e)	293,091	Tamemasa Hidaka	Kanzo Nakao
	Yuukan Kyoto (e)	48,200	Kootaro Yamaguchi	Yosaji Yoshimura
			Yoshio Tokui	Jinichi Gohei
Nara	Yamato Times (m)	25,000	Jiro Tanaka	Zensuke Nakanishi
			Kan Nakanishi	Saburooemon Doi
Ootsu	Shiga Bichinichi Shimbun (m)	15,620	Shigeo Kato	Ren Ishimaru
			Yasaburo Yano	Kageoki Honda
Shingus	Kinan Shimbun (m)	.....	Seinosuke Amano	.....
Tsu	Ise Shimbun (m)	71,500	Hisamitsu Kawamura	Kazuto Dodo
			Norio Takeuchi	Koozo Teramoto
Wakayama	Wakayama Shimbun (m)	28,534	Isaburo Ogawa	Syoozo Nakao
			Syuuzo Matsumoto	.....

KYUSHU AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Fukuoka	Nishi Nippon Shimbun (m)	726,890	Denji Hironaka	Shinsuke Shiraniwa
	(e)	316,771	Toshimitsu Fukuda	Tatsuo Kasegaa
	Yukan Fukuoka (e)	217,000	Shigetake Takahashi	Zenjiro Akimoto
			Fumio Ueno	.....
Kagoshima	Minami Nippon Shimbun (m)	193,354	Suetaka Hatanaka	Minoru Wakita
	(e)	71,973	Shinichiro Ijichi	Musenobu Sanajima
Kokura	Asahi Shimbun (m)	560,000	Nagataka Murayama	Mitsuzo Kobayashi
	(e)	490,000	Toshio Matsuda	Toyozo Watanabe
Kumamoto	Kumamoto Nichinichi Shimbun (m)	150,818	Tomito Izu	Shiro Shimada
	(e)	68,971	Kuniya Osaki	Kanji Iuchi
Miyazaki	Hyuga Nichinichi Shimbun (m)	42,173	Kiyomasa Hidaka	Urakichi Akimoto
			Hideto Nakamura	Masanori Yamashita
Moji	Mainichi Shimbun (m)	733,000	Chikao Honda	Kinsuke Nukushina
	(e)	345,000	Gorokiu Uragami	Takayuki Niyasaki
	Shin Kyushu (m)	109,130	Sueshiro Asari	Seiji Terano
			Hisao Ookubo	Kazuharu Maekawa
Nagasaki	Nagasaki Minyu (m)	43,809	Tomoichi Kobayashi	Hatsuji Yanagi
			Isamu Hara	.....
	Nagasaki Nichinichi Shimbun (m)	98,670	Ryooji Watanaki	Ichiemon Hirayama
			Katsue Weda	Hokusaburo Yamaguchi
Nase	Amami Shimpo (m)	.....	Reiko Matsuoka	.....
Okinawa	Okinawa Times (m)	.....	Tomomitsu Tadane	.....
	Ryuukyu Shimpo (m)	.....	Masahiro Oyadomari	.....
Ooita	Ooita Goodo Shimbun (m)	109,282	Tadashi Nagano	Karoku Koono
	(e)	109,282	Ryoohei Himeno	Karoku Koono
Saga	Karatsu Shimbun (m)	.....	Yoshio Miyazaki	.....
	Saga Shimbun (m)	74,448	Kuniaki Nakao	Masaji Kubota
			Taguso Koga	Morisuke Tosinaga
Sasebo	Kyuushu Jiji Shimbun (m)	25,000	Kiyoshi Saiki	Hatsuichi Hamada
			Tadashi Inoue	.....

OOSAKA AREA

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Oosaka	Asahi Shimbun (m)	1,400,000	Nagataka Murayame	Yuuichiro Fukuda
	(e)	1,200,000	Jiro Shindo	Kinji Inoue
	Kokusai Shimbun (m)	.....	Tetsuo Ri	.....
	Mainichi Shimbun (m)	1,507,000	Chikao Honda	Seiichi Daiwa
	(e)	823,000	Katsuro Sakata	Gennosuke Shinoda
	Nihon Keizai Shimbun (m)	188,240	Makoto Nakayama	Masao Murai
			Tsuyoshi Sakai	Akimasa Moti
	Oosaka Nichinichi Shimbun (e)	172,203	Juichi Ishii	Yoshiro Terahata
			Yashshiko Tomita	Hisao Ishii
	Oosaka Nikkan Sports (m)	165,000	Ryoohei Matsuo	Genji Koori
			Ryoohei Matsuo	Yoshinobu Kano
	Oosaka Shimbun (e)	658,121	Yoshio Sawamura	Taichi Asuma
			Shiro Dobashi	Taichi Asuma

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DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

JAPAN—Continued

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
	Sangyo Keizai Shimbun.. (m)	535,250	Hisakichi Maeda	Shiro Dobashi
	(e)	667,811	Hisazaburo Yamaji	Yukio Morinaga
	Shin Kansai (e)	132,100	Syoojiro Ueda	Katsumi Katayama
			Syoojiro Ueda	Tadeshiro Tayama
	Shin Oosaka (e)	93,400	Kiyoshi Uesaka	Tadaaki Numa
			Hideo Maeda	
	Spots Nippon (m)	346,000	Ryootaro Niguma	Katsumi Katayama
			Haruo Kiriyama	Keiji Takada
	The Mainichi (m)	49,145	Chikao Honda	Jiro Ogiyama
			Iwao Matsunaga	Akio Watanabe
	Yomiuri Shimbun (m)	842,037	Kakuichiro Hattanda	Katsuo Sugao
	(e)	438,069	Toshio Kuriyama	Yoshimatsu Hirano
	SHIKOKU AREA			
Kochi	Koochi Shimbun (m)	128,000	Yoshiro Fukuda	Morishige Yamazaki
	(e)	65,000	Iwao Nakamura	Kenichi Sawada
Matsuyama	Ehime Shimbun (m)	168,884	Yooichiro Hirata	Yoshisada Hirota
	(e)	36,888	Kiyoshi Takahashi	Manabu Yamanaka
Takamatsu	Shikoku Shimbun (m)	84,083	Taro Hirai	Masayuki Yokomizo
	(e)	25,470	Sakutaro Yasutoku	Kazuo Sato
Tokushima	Tokushima Shimbun (m)	109,766	Shizuo Maekawa	Jinichiro Takeichi
	(e)	32,956	Kiyoshi Takimoto	Katsumi Maruoka
Yahatahama	Yahatahama Mimpo (m)	.....	Haruma Usami	
	TOKYO AREA			
Chiyoda-Ku	Asahi Evening News (e)	36,000	Nagataka Murayama	Hideaki Yonekawa
			Kinpei Shiba	Hideake Yonekawa
	Asahi Shimbun (m)	2,300,000	Nagataka Murayama	Taizo Nagai
	(e)	1,600,000	Tomoo Hirooka	Katsu Fujibayashi
	Japan Times (m)	91,240	Shintaro Fukushima	Rokuro Masuda
			Shinichi Hasegawa	Yoshio Toonai
	Mainichi Shimbun (m)	2,076,000	Chikao Honda	Nootaro Habu
	(e)	1,492,000	Toshio Sugimoto	Bokusi Koizumi
	Nikkan Kogyo Shimbun (m)	104,771	Akikuni Masuda	Takeo Nakano
			Toshio Shirai	Takeo Nakano
	Nippon Fujin Shimbun (m)	99,542	Akikuni Masuda	Sakae Kurihara
			Sakae Kurihara	
	Nippon Kyoiku Shimbun (m)	75,000	Keisuke Ooyama	Yoshihei Suda
			Suenori Shirotaki	Shizuo Kanazawa
	Sankei Jiji Shimbun (m)	1,152,000	Hisakichi Maeda	Tomio Maeda
	(e)	715,000	Kiichiro Sato	Termi Amano
	Sports Nippon (m)	.....	Yoshio Miyamoto	Syooji Yokoi
			Yoshio Miymoto	Syooji Yokoi
	Sun Shashin Shimbun (e)	153,920	Mikio Ishihara	Kiyoshi Kimura
			Mikio Ishihara	Yoshiya Haba
	Sun Telephoto	.....	Kenichiro Matsuoka	Gichi Hizumi
			Masatoshi Kinoshita	
	The Mainichi (m)	53,063	Chikao Honda	Jiro Kurumura
			Shinichiro Kudo	Akio Watanabe
	Tokyo Shimbun (m)	820,000	Kyoosuke Fukuda	Shinnosuke Yamana
	(e)	820,000	Masami Hizika	
	Daily Sports (m)	.....	Kikuji Shinohara	Eijiro Tsuruoka
			Ken Iwano	Tatsuo Suda
Chuo-Ku	Hoochi Shimbun (m)	.....	Shiro Tadeuchi	Takashi Ooehara
			Syoohei Morimura	Takashi Ooehara
	Naigai Times (e)	350,000	Unosuke Oota	Shinji Doi
			Nagahide Togashi	Minoru Fujisawa
	Nihon Keizai Shimbun (m)	921,951	Naoji Yorozu	Kaoru Fukuda
	(e)	340,358	Hakuei Ogiwara	Yoshihiro Hatakeyama
	Nihon Seni Shimbun (m)	50,000	Jyuro Suzuki	Hideo Sato
			Takeo Nishizawa	
	Nihon Shashin Shimbun (m)	72,100	Takeo Kojima	Kiyoshi Kimura
			Mikio Ishiwara	
	Nikkan Sports (m)	368,000	Hiromi Kawada	Hyooe Izawa
			Yasuo Haruyama	Kiyoshi Ookawa
	Noda Keizai (m)	.....	Yutaka Noda	Isao Noda
			Isao Noda	
	Yomiuri Japan News (m)	37,000	Fumio Kojima	Eiichi Nakamoto
			Seiichi Hori	Kazuo Fukami
	Yomiuri Shimbun (m)	2,147,930	Yuusai Takahashi	Mitsuo Mudai
	(e)	1,615,408	Fumio Kojima	Kazuo Fukami
Minato-Ku	Nippon Kaiji Shimbun (m)	13,300	Keisuke Ooyama	Sadao Matsumoto
			Tsumoru Goto	
	Shin Yuukan (e)	73,000	Kazuyoshi Yamazaki	Kaneo Takei
			Jiro Ito	Toshiharu Miyuki
	Tokyo Times (m)	343,961	Nichi Okamura	Taizuo Takao
			Yoshikazu Oda	Syukei Oomura
Shibuya	Akahata (m)	.....	Yoshimi Abe	
	TOOHOKU AREA			
Akita	Akita Sakigake Shimbun (m)	104,209	Seiji Hitomi	Kanji Yamada
	(e)	104,209	Norizo Nishikawa	Masae Nakayasu
Aomori	Kuroishi Shimpo (m)	.....	Bunzo Nakamura	
	To-O Nippo (m)	163,400	Tetsuro Kudo	Toshio Nishizawa
	(e)	163,400	Takanoshin Kusumi	Takeshiro Matsuo
Fukushima	Fukushima Mimpo (m)	139,000	Teijyo Tobishima	Tadashi Kaneko
	(e)	51,000	Minpo Sato	Kinichiro Seino
	Fukushima Minyu (m)	87,526	Yukio Waku	Shigenori Wada
	(e)	34,268	Seisaku Matsuzaka	Arimi Yamada
Hachinohe	Daily Toohoku (m)	16,050	Ishizo Nakajima	Kinichi Shimotome
			Shiro Tsunoda	
Ishinomaki	Ishinomaki Shimbun (e)	5,000	Tetsuo Wada	Tatsuo Ito
			Tsuneji Ootomo	
Morioka	Shin Iwate (m)	101,342	Seizo Iwakame	Seizo Iwakame
	(e)	101,342	Takeshi Watanabe	Fukamatsu Hondo
Noshiro	Hokuu Shimpo	.....	Taro Izumi	
Sendai	Kahoku Shimpo (m)	245,300	Jiro Ichiriki	Katsujiro Hino
	(e)	97,600	Jyunji Ogata	Masaji Sato
	Toohoku Nippo (m)	.....	Kiichi Oota	
Yamagata	Yamagata Shimbun (m)	150,227	Yoshio Hattori	Keisuke Imaito
	(e)	72,903	Teisuke Oohira	Naotomo Matsuzuka
Yonezawa	Yonezawa Shimbun (m)	.....	Masakichi Sato	

KOREA

City	Name of Daily Newspaper	Estab.	President	Managing Director	Editor
Seoul	Seoul News	1938	Hyung Kuen Kim	Won Hi Yu	Hongchin Chyun
	Pyungwha Press	1949	Chan Hong	Bo Suk	Youngchin Kim
	Kuk Do Press	1948	Chang Sun Kim		Keun Hyuk Lee
	Korean Daily News	1920	Eung Mo Pang	Young Il Pang	Chong In Hong
	Tong-A Daily News	1920	Tai Il Kuk		Chai Uk Koh
	Yonhap Press	1949	Sung Kun Kim	Kung Soo Won	Sang Duk Choi
	Han Kuk Daily News	1954	Ki Young Chang	Chang Soo Lim	Chung Sik Oh
	Kyung Hyang Press	1946	Chang Woo Han		Chong Sik Oh
	Chayu Press	1953	Nam Il Paik	Han Yong Lee	Kwangyul Yu
	Seige Ilbo	1952	Chin Hang Kong		Bong Jin Kim
	Industrial Economic Press	1952	Seung Chin Paik	Yong Kyu Lee	Nam Choo Kim
	The Korean Republic	1953	Yung Ro Pyun	C. E. Surh	Hong Sim Chai

MAURITIUS

Place of Publication	Newspaper	Language	Circulation	Base Rate
Port Louis (74,950)	Advance (ED)	French & Eng.	7,000	5/9
	Action	French	.....	.....
	Le Cerneen	French	4,000	6/4
	Le Mauricien	French	5,000	6/4
	China Times (MD)	Chinese	.....	.....
	Chinese Daily News (D)	Chinese	.....	.....

OCEANIA

FIJI

Place of Publication	Newspaper	Language	Circulation	Base Rate
Suva (30,000)	Times and Herald	English	2,500	6/

GUAM

Agana (Pop. 60,000 incl. govt. personnel)	News (4)	English	12,500D 12,500S	$2.00

NEW CALEDONIA

Noumea (11,000)	La France Australe	French	5,000	10/

(Continued on Page 436)

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SOUTHERN COLORPRINT CORP., Newport News, Va., 7108 Virginia Ave. Tel.: 4-2923; William R. Van Buren, Pres. and Treas.; William R. Van Buren, Jr., Secretary and Asst. Treas.; Robert B. Smith, Asst. Secy.; Eugene O. Ward, Office Mgr.

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(East Bengal)

City and Newspaper	Language	Editor	Advt. Manager
CHITTAGONG			
Azan	Bengali	Kazi Kabiruddin Ahmad	
Eastern Examiner	English	Mrs. Ali Khan	A. Ali Khan
Mazdoor	Bengali	Abdul Quddus	
Punchajanya	Bengali	A. C. Das	W. C. Bhattacharjee
Purba Pakistan	Bengali	Abdus Salam	
DACCA			
Amar Desh	Bengali	Mohiuddin Ahmad	
Angara	Urdu	Yusuf R. Banarsi	
Azad	Bengali	A. K. Shamsuddin	M. H. Khan
Chashi	Bengali	Mujibur Rehman Khan	
Inqilab	Urdu	Ghulam Ahmad	
Ittefaq	Bengali	Tafazzul Husain	
Ittehad	Bengali	K. M. Idris	
Millat	Bengali	M. H. Siddique	G. N. Huq
New Nation	English	Syed Altaf Hossain	
Morning News	English	Syed Mohsin Ali	G. A. Khatib
Pakistan Observer	English		
Pasban	Urdu	Ghulam Ahmed	
Sangbad	Bengali	Z. H. Chowdhury	A. Hussain
Sitarah	Urdu	M. A. A. Badayuni	

WEST PAKISTAN
(Sind. W. Punjab, N.W. Frontier Province)

City and Newspaper	Language	Editor	Advt. Manager
BAHAWALPUR			
Parwaz	Urdu	Mohiuddin Shan	
Rahbar	Urdu	Malik Muhammed Hayat	
HYDERABAD			
Aftab	Urdu	Rehman Ali Ajmeri	
Basharat	Urdu	S. M. Razi Jafri	
Fateh Islam	Urdu	Shafi Kamal	
Hilal-e-Pakistan	Sindhi	A. S. Munshi	Saiff Naqshbandi
Ibrat	Sindhi	M. K. Gani	
Karwan	Sindhi	S. Ali Shah	
Mujahid	Urdu	Kwaja M. Ayub	
KARACHI			
Al-Musleh	Urdu	Mohd S. Ashraf	A. R. Shaikh
Al-Wahid	Sindhi	S. A. Rahim	G. Mohayodin
Anjam	Urdu	M. Usman and D. Azad	
Azad	Urdu	Syed Sajid Ali	
Dawn	English	Altaf Hussain	G. H. Thaver
Dawn	Gujarati	Gulamnabi Mansuri	Ziauddin T. Kisat
Evening Star	English	M. A. Zubeiri	J. Sidial
Imroze	Urdu	A. N. Qasmi	A. Rahman
Inqilab	Urdu	I. A. Beg Chughtai	
Jang	Urdu	Mir Khalil-ur-Rahman	Arsh Taimuri
Mehran	Sindhi	S. A. Shah	
Millat	Gujarati	S. F. Matri	J. Mansoor
Morning News	English	Syed Mohsin Ali	K. N. Asaf
Musalman	Urdu	Syed Usman Ali	
Naeen Sind	Sindhi	G. R. Abbasi	
Nai Roshni	Urdu	G. A. Chaudhri	R. A. Lateef
Nauroze	Urdu	G. I. N. Pardesi	
Nawa-e-Sind	Sindhi	A. G. Setai	
Pakistan Standard	English	F. S. Jafri	S. A. Gulamain
Payam	Urdu	Ghani Dehlvi	
Sheeraz	Urdu	A. A. Qureshi	
Times of Karachi	English	Z. A. Suleri	Badshah Hussain
Vatan	Gujarati	Sadiq	Ziauddin Kisat
Wahdat-e-Pakistan	Urdu	S. M. Ali	
LAHORE			
Daily Afaq	Urdu	M. G. R. Mehr	F. M. Khami
Daily Khatun	Urdu	R. Begum	A. Hamid
Civil & Military Gazette	English	M. Y. Khan	N. U. Makhzan
Ehsan	Urdu	Malik N. Elahi	Mohd Rafig Akhtar
Hilal-e-Pakistan	Urdu	M. Saleen	
Imroze	Urdu	A. N. Qasmi	A. Rahman
Inqilab	Urdu	F. R. Ullah	
Jadid Nizam	Urdu	A. D. Sahrai	
Kohistan	Urdu	Naseem Hijaji	
Maghrabi Pakistan	Urdu	M. Shafa'at and Tahir Qadri	
Manshoor	Urdu	Muzaffar Ehsani	
Mujahid	Urdu	Asi Nizami	
Nawa-i-Kashmir	Urdu	M. A. Butt	
Nawa-i-Pakistan	Urdu	A. R. Arshad	M. R. Akhtar
Nawa-i-Waqt	Urdu	H. Nizami	M. Sadiq
Pakistan Times	English	M. Ali Khan	K. S. Ahmed
Parwaz	Urdu	Asim Sehbai	
Safeena	Urdu	Muhamed Ali Shamsi	
Tasneem	Urdu	Nasrullah Khan Aziz	
Waqt	Urdu	M. Y. Butt	
Zamindar	Urdu	Akhtar Ali Khan	Mansur Ali Khan
LYALLPUR			
Afaq	Urdu	Noor Ahmad	F. M. Khami
Awan	Urdu	K. Qureishi	
Daily Business Report	Urdu	Ahmad L. Zafir	M. S. Akhtar
Elan	Urdu	A. H. Khan	
Ghareeb	Urdu	Riasat Ali Azad	
Nawa-i-Waqt	Urdu	H. Nizami and Hidayat Akhtar	M. Sadiq
Saadat	Urdu	Nasikh Saifi	Akhtar Sadidi
Tajir	Urdu	G. M. Kharal	
MIRPURKAS			
Khadim-e-Watan	Sindhi	Lutf Ali Dal	
MONTGOMERY			
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MULTAN			
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PESHAWAR			
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Al-Jamiat-e-Sarhad	Urdu-Pushto	S. M. H. Gilaini	S. M. Hassan
Anjam	Urdu	M. A. Khattak	
Hamara Pakistan	Urdu	G. G. Sehrai	Abdul Qayyun
Khyber Mail	English	S. Sanaullah	Zakaullah Khan
Shahbaz	Urdu	Sharif Farooq	S. Mahboob Elahi
Tarjuman-e-Afghan	Urdu	A. Sarhadi	Abdul H. Mufti
QUETTA 84,000			
Ittehad	Urdu	Khalil-ur-Rahman Siddiqui	Shakil M. Siddiqui
Zamana	Urdu	S. F. Iqbal	
RABWAH			
Al-Fazal	Urdu	R. D. Tanveer	
RAWALPINDI 181,000			
Hilal	Urdu	Major M. Ahmad	S. M. Askari
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lagong Buhay (Tagalog) (22).	25,797 March 31, 1957	Manila Times Publishing Co.	Dionisio San Agustin (e-me) Eduardo Gregorio (ce-ne)	Conrado Baluyot (sp) P. S. Aspillera (so)	Joaquin P. Roces (gm) Monico Fernin (cm)	Virgilio Maceda (ad) Manuel Nabor (cam)	Saul Miranda (ms)
ulletin (English) (22)	17,539 April, 1957	Carson Taylor Pub.	Ford Wilkins (me) Hernando Abaya (ne)	Jimmie Lacsamana (sp) Carmen Perez (so)	H. A. Linn (bm) Emilio Abando (sec. treas.) Allan Earnhart (cm)	H. A. Linn (ad) Mrs. D. Roseburge (cam)	Pedro Mostachio (ms)
hinese Commercial News (Chinese) (22)	7,608 (PBAC)	Yuyitung Pub., Inc.	Quintin Yuyitung (e) Rizal C. K. Yuyitung (me-ce)	Rizal C. K. Yuyitung (su) William Dee (sp) Consuelo S. Siajvat (so)	Quintin Yuyitung (gm) Hsiang Min Yeh (bm) Quintin Yuyitung (cm)	Vicente K. Lay (ad) Honorato C. Adriano (mga) Cesar L. Casten (ram)	Timoteo S. Hernandez (ms)
hronicle (English)	MD 43,267 853,997	Chronicle Pub. Eugenio Lopez	Ernesto del Rosario (e) Celso Cabrera (me) Virgilio Reyes (ne)	Juan Gatbunton (Su) Virgilio Pantaleon (sp) Virtudes M. Guinto (so)	Eugenio Lopez Jr. (gm) Cesar Limjoco (cm)	Salvador P. Bigay (ad) Bienvenido Calleja (bm) Bonifacio Limbo (am)	Ramon Gonzales (pm) Gabriel Villanueva (ms)
aily Mirror (English) (22)	(e) 15,462 June 30, 1957	Manila Times Pub. Company, Inc.	Manuel V. Villa-Real E. Aguilar Cruz (Ass. Ed.) Consorcio Borje (ne)	Jose Escarilla (sp) Josefina Quiambao (so)	Joaquin P Roces (gm-bm) Pedro Maglaque (cm)	Francisco Capistrano, Jr. (am)	Aquilino Niguidula (ms)
l Debate (Spanish)	5,015 April, 1957	Philippine Publishers, Inc.	Antonio L. Serrano Rafael S. Ripoll		Jose Perez de Tagle (bm) Federico Davantes (cm)	Mrs. Enriqueta David Perez (am) O. Abad Santos (ad)	Jose M. Prollamante (pm)
vening News (English) (22)	38,525	Evening News Pub. Company Arsenio N. Luz, Pub.	Amadeo R. Dacanay (e) Artemio C. Patacsil, Vicente Martinez (Assoc. Editors)	Zacarias Tabaniag (sp) Mrs. Rosario M. Querol (so)	Hal Bowie (bm) Gallardo Alvarez (cm)	Pio L. Jusay (am)	Zoroastro Atienza (ms)
ookien Times (Chinese) (22)	14,000 (PBAC)	Fookien Times Pub. Company Go Puan Seng, Pub.	Go Puan Seng (e) Henry Tui (Asst. me)	Lao Chen Si-Young (su-exec-e) Ang Bing Seng (sp)	Go Puan Seng (gm) So Lin Bin (bm) Tan Hen Chuan (cm)	William Tan (ad) Dominador Lorenzo (am)	Segundo Diaz (ms)
erald (English)	39,377 April 1957	Philippine Publishers, Inc.	Gelacio Tecechain, Manuel Abad Gaerlan (asso. editors)	Vicente Villafranca (sp) Lourdes P. Henson (so) Eduardo Lachica (su)	Jose P. de Tagle (bm-gm) Emiliano Juardo, Jr. (bm) Federico Davantes (cm)	Mrs. Enriqueta David Perez (am) O. Abad Santos (ad)	O. Abad Santos (pm) Jose Prollamante (prod. m)
ong Li Po (Chinese)	7,816 April 1957	Kong Li Po Pub. Company	Ching Bing Yan (e)	Chua Sian Sian (sp) Miss Owyong (so)	Cheng Kim Piao (gm) Rodolfo Orutio (bm) K. H. Yang (cm)	Manuel Uy (ad)	
a Vez De Manila (Spanish)	5,016 April 1957	B. de la Paz Pub.	Bienvenido de la Paz (e-me)	Enrique Munos (ce,so,sp)	B. de la Paz (gm-bm) Jose de la Paz (cm)	B. de la Paz (ad)	B. de la Paz (ms)
ahaiay (Tagalog)	12,138 April 1957	Philippine Publishers, Inc.	Catalino Flores (act'g. ed)	Antonio Ocampo (sp) Zenaida Flores (so)	Jose Perez de Tagle (bm) Federico Davantes (cm)	Mrs. Enriqueta David Perez (am) O. Abad Santos (ad)	Jose M. Prollamante (prod. m)
Times (English) (22)	98,634 (PBAC) (m) daily 135,872 (PBAC) Sunday June 30, 1957	Manila Times Pub. Co., Inc.	Dave Boguslav (e) Jose P. Bautista (Asso. e)	Enrique Llanos (sp) Consuelo Abaya (so) Primitivo Mauricio (su)	Joaquin P. Roces (gm-bm) Alejandro Maramag (cm)	Benigno Manabat (mga) Jose Manalo (cam)	Bernardo Niguidula (ms)

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	Diario da Noite	Portuguese	2,000	Francisco de Menezes	2/
Goa—Cont'd	Heraldo & O Heraldo	Portuguese	3,500		2/

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BRITISH GUIANA—Georgetown Argosy; Sunday Argosy; Georgetown Chronicle; Georgetown Sunday Chronicle.
BRITISH HONDURAS—Belize Billboard.
CEYLON—Colombo Ceylon Daily News; Colombo Ceylon Observer; Colombo Dinamina; Colombo Silumina; Colombo Thinakaran.
CHILE—Antofagasta El Mercurio, Santiago El Mercurio; Santiago La Segunda; Santiago Las Ultimas Noticias; Tocopilla La Prensa; Valparaiso El Mercurio; Valparaiso La Estrella.
COLOMBIA—Barranquilla El Heraldo; Bogota Diario De Colombia; Cali El Pais; Cartagena Diario De La Costa, Ibeque Tribuna; Manizales La Patria; Medellin El Correo.
COSTA RICA—San Jose La Nacion; San Jose La Prensa Libre; Diario Nacional.
CUBA—Havana Avance; Havana El Mundo; Havana The Havana Post (English); Santiago Oriente.
DENMARK—Copenhagen Nationaltidende.
ECUADOR—Guayaquil El Universo; Quito El Comercio; Quito Ultimas Noticias.
GUAM—Agana Daily News; Agana Territorial Sun.
GERMANY—Rhein Neue Rhein Zeitung; Ruhr Neue Ruhr Zeitung.
GUATEMALA—Guatemala City El Imparcial.
GHANA—Accra Graphic; Accra Sunday Mirror.
HAWAII—Honolulu Hawaii Hochi; Kauai Garden Island News.
HOLLAND—Amsterdam De Limie; Amsterdam Het Financieele Dagblad; Amsterdam De Volkskrant.
HONDURAS—Tegucigalpa El Pueblo; Honduras Tegucigalpa El Dia; San Pedro Sula; Diario Nacional.
HONG KONG—Hong Kong South China Morning Post; Hong Kong China Mail; Hong Kong Sunday Post-Herald; Hong Kong Wah Kiu Yat Po; Hong Kong Wah Kiu Man Po.
IRAN—Teheran "Kayran"
JAMAICA—Kingston Gleaner; Kingston Star; Children Own; Kingston Farmers Weekly.
MALAYA—Penang Straits Echo; Ipoh Kin Kwok Daily News; Kuala Lompur Malay Mail.
NETHERLANDS WEST INDIES—La Prensa (Spanish) Curacao.
NICARAGUA—Managua La Prensa.
NIGERIA—Lagos Nigerian Daily Times; Lagos Sunday Times.
PAKISTAN—Lahore Daily Zamendar; Machine & Industrial Review; Pakistan Textile Journal.
PANAMA—Panama City Star & Herald; La Estrella De Panama; Panama City Panama Tribune.
PERU—Lima La Cronica.
PUERTO RICO—Ponce El Dia.
SARAWAK—Kuching "Sarawak Tribune"
SIERRA LEONE—Freetown Daily Mail.
SINGAPORE—Indian Daily Mail; Nanyang Siang Pau.
SURINAM—Paramaribo De Tijd.
SOUTHERN & NORTHERN RHODESIA—Bulawayo Chronicle; Lusaka Central African Post; Salisbury Daily News; Sunday News; Rhodesia Annual; Rhodesian Herald; Sunday Mail.
TRINIDAD—Port of Spain Trinidad Guardian; Port of Spain Sunday Guardian; Port of Spain Evening News.
UNION OF SOUTH AFRICA—Barberton Lowveld Leader; Bloemfontein Farmer's Weekly; Bloemfontein The Friend; Bloemfontein "Personality"; Cape Town Cape Argus; Cape Town Cape Week-end Argus; Durban Natal Daily News; Durban Sunday Tribune & Sunday Post; East London Daily Dispatch; Johannesburg S. A. Mining & Engineering Journal; Johannesburg S. A. Mining Year Book; Johannesburg The Star; Kimberly Diamond Fields Advertiser; Kierksdorp Western Transvaal Record; Ndola Northern News; Pietermaritzburg Natal Witness; Potchefstroom Herald "Die West"; Pretoria, Pretoria News; Queenstown Daily Representative: 21 Native Newspapers published in South Africa.
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VENEZUELA—Caracas, Ultimas Noticias, Il Corriere, Di Caracas, Mi Film; Maracaibo Panorama; Valencia El Carabobeño.
VIRGIN ISLANDS—Charlotte Amalie St. Thomas Daily News.

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AFRICA—Ghana Kumasi Ashanti Pioneer.
ARGENTINA—Buenos Aires, La Prensa; Cordoba Los Principios; La Plata El Dia; Mendoza Los Andes; Rosario La Capital; Tucuman La Gaceta.
AUSTRALIA—Adelaide Advertiser; Adelaide Chronicle; Adelaide News; Adelaide The South Australia Sunday Mail; Adelaide Radio Call; Brisbane Courier Mail; Brisbane Sunday Mail; Melbourne Herald; Melbourne Listener-In; Melbourne Sporting Globe; Melbourne Sun News-Pictorial; Melbourne Weekly Times.
BAHAMAS—Nassau, Nassau Daily Tribune.
BARBADOS—Bridgetown Barbados Advocate.
BRAZIL—Rio de Janeiro Diario de Noticias; Rio de Janeiro O Globo.
CHILE—Santiago Diario Ilustrado; Valparaiso La Union.
COLOMBIA—Barranquilla La Prensa; Bogota El Independiente; Bucaramanga Vanguardia Liberal.
CUBA—Camaguey El Camagueyano, Havana Diario de la Marina; Santiago de Cuba Prensa Universal.
DENMARK—Copenhagen B. T.; Copenhagen Berlingske-Aftenavis; Copenhagen Berlingske-Tidende; Copenhagen Landet; Copenhagen Sondags B. T.
DOMINICAN REPUBLIC—Ciudad Trujillo La Nacion; San Pedro de Macoris El Este; Santiago La Informacion.
ECUADOR—Guayaquil El Telegrafo.
EL SALVADOR—San Salvador Diario de Hoy.
FINLAND—Helsinki Uusi Sumoi.
IRAN—Teheran Ettela'at; Teheran Journal.
JAPAN—Tokyo, Japan Times.
MEXICO—Mexico City Novedades; Mexico City The News.
NETHERLANDS—Amsterdam Trouw.
NICARAGUA—Leon El Centroamericano.
NORWAY—Trondheim Adresseavisen, Bergen Bergens Tidende; Oslo Aftenposten, Oslo Ukens Nytt; Stavanger, Stavanger Aftenblad; Kristiansand S. Faedrelandsvennen; Svolvaer Lofotposten; Alesund Drammens Tidende; Alesund Sunnmorsposten; Skien Varden.
PANAMA—Panama City Panama American; El Panama America.
PARAGUAY—Asuncion La Tribuna.
PERU—Lima La Prensa; Lima Ultima Hora.
SAINT LUCIA—Castries The Voice of St. Lucia.
SOUTH AFRICA—Cape Town Cape Times; Durban Natal Mercury; Johannesburg Rand Daily Mail; Johannesburg Sunday Times; Johannesburg Sunday Express; Johannesburg Die Vaderland; Bloemfontein Die Volksblad; Cape Town Die Burger; Port Elizabeth Die Oosterlig; Johannesburg Die Transvaler; Kroonstad Northern Times and Goldfields Express; Cape Town Die Landstem.
SWEDEN—Malmo Kvallsposten; Malmo Sydsvenska Dagbladet; Stockholm Svenska Dagbladet.
TRINIDAD—Port-of-Spain, Trinidad Chronicle.
URUGUAY—Montevideo El Dia; Montevideo El Pais.
VENEZUELA—Caracas Daily Journal; Caracas El Universal; Maracaibo La Columna; Maracaibo Diario de Occidente; Maracaibo Herald.

7 CHALMERS-ORTEGA, INC.
New York 18, N. Y.
516 Fifth Ave.
Tel.: Mu 2-1610
Frank G. Ortega, Pres.
A. J. Chalmers, Vice-Pres.
ARGENTINA—Buenos Aires, Buenos Aires Herald; Rosalinda (monthly).
COLOMBIA—Bogota, Sabado.
COSTA RICA—San Jose, Diario de Costa Rica.
CUBA—Havana, Prensa Libre.
ECUADOR—Guayaquil, La Nacion; Guayaquil, La Hora.
EL SALVADOR—San Salvador Diario Latino.
MEXICO—Chihuahua, Tribuna; Monterrey, El Norte; Monterrey, El Sol; Mexico City Tiempo (Hispano Americano); Torreon, La Opinion; La Palabra, Culiacan; El Imparcial, Hermosillo; El Regional, Hermosillo; El Manana, Nuevo Laredo; El Imparcial, Oaxaca; El Sol de Soconusco, Tapachula; Es, Tuxtla Gutierres.
NICARAGUA—Managua Novedades.
PANAMA—Panama City, La Nacion and The Nation (English).
VENEZUELA—Caracas, La Esfera.

12 BENSIGNOR, M. E.
401 Broadway
New York 13, N. Y.
Tel.: Wa 5-3295
M. E. Bensignor, Owner
MADAGASCAR—Tananarive, Tana-Journal.

13 GUZMAN COMPANY, INC., MELCHOR
New York 20, N. Y.
45 Rockefeller Plaza
Tel.: Ci 7-0624
Melchor Guzman, Pres.
COLOMBIA—Bogota La Republica; Cartagena El Universal; Medellin El Colombiano; Barranquilla El Nacional; Pereira El Imparcial; Bucaramanga El Frente.
COSTA RICA—San Jose La Republica.
PANAMA—David Ecos del Valle; Panama City La Hora.
VENEZUELA—Caracas, El Nacional.

16 INTER-AMERICAN PUBLICATIONS, INC.
New York 17, N. Y.
41 East 42d St.
Tel.: Mu 2-0884
MEXICO—Mexico City, Excelsior, Ultimas Noticias; Jueves de Excelsior, Revista de Revistas.
PUERTO RICO—El Mundo, San Juan.

20 DEFILIPPES COMPANY, THE N.
New York 17, N. Y.
551 Fifth Ave.
Tel.: Mu 7-3597
N. DeFilippes, Owner
CHILE—Santiago La Nacion.
CUBA—Havana Informacion.
DENMARK—Copenhagen Ekstrabladet; Copenhagen Politiken.
HAITI—Port-au-Prince Le Jour.
JAMAICA—Kingston West Indian Review.
MEXICO—Mexico City El Universal; Mexico City El Universal Grafico.
NORWAY—Oslo Morgenposten; Oslo-Norges Handels og Sjofarts Tidende.
SWEDEN—Stockholm Dagens Nyheter; Stockholm Expressen.

21 SEYMOUR INC., EDWIN
New York 22, N. Y.
120 E. 56th St.
Tel.: Pl 3-7340
Edwin Seymour, Pres.
D. H. de Poggi, Off. Mgr.
COLOMBIA—Bogota Intermedio.
DOMINICAN REPUBLIC—Ciudad Trujillo El Caribe.
EL SALVADOR—San Salvador, La Prensa Grafica.
BERMUDA—Hamilton Mid-Ocean News.
NICARAGUA—Managua Flecha.
PHILIPPINE ISLANDS—Manila Times; Manila Daily Mirror; Manila Chinese Commercial News; Manila Bulletin; Manilla Fookien Times.

22 MEDIA REPRESENTATIVES, INC.
New York 22, N. Y.
120 E. 56th St.
Tel.: Mu 8-4777
PHILIPPINE ISLANDS—Manila Times; Manila Bulletin; Daily Mirror; Evening News; Bagong Buhay; Fookien Times.

29 ITALIAN PUBLISHERS REPRESENTATIVES, INC.
New York 36, N. Y.
Times Bldg. 1475 Broadway
Tel.: Br 9-1021
Peter G. Treves, Pres.
Bari, Gazzetta del Mezzogiorno; Bergamo, Eco di Bergamo, Giornale del Popolo; Bologna, Il Resto del Carlino; Bolzano, Alto Adige; Catania, Sicilia, Giornale dell'Isola; Como, Provincia di Como; Cremona, Provincia; Florence, Nuovo Corriere, Nazione Italiana; Trieste, Piccolo, Piccolo-Sera, Genoa, Secolo XIX, Corriere Mercantile, Avvisatore Marittimo; Leghorn, Tirreno Milan, Corriere della Sera, Corriere d'Informazione, Corriere Lombardo, Gazetta dello Sport, Popolo, Sole, Italia, Milano-Sera, 24 Ore; Naples, Roma, Giornale del Mattino; Palermo, L'Ora, Giornale di Sicilia; Parma, Gazzetta di Parma; Piacenza, Liberta; Rome, Giornale d'Italia, Globo, Momento, Tempo, Messaggero, Momento-Sera; Trento, Popolo Tridentino; Turin, Gazzetta del Popolo, Gazzetta-Sera, Stampa, Stampa Sera; Udine, Messaggero Veneto; Vatican City, Osservatore Romano; Venice, Gazzettino; Vicenza, Giornale di Vicenza.

30 INTERNATIONAL NEWSPAPERS REPRESENTATIVES, INC.
New York 17, N. Y.
5 East 45th St.
Tel.: Cl 5-0790
Oscar Camarena, Pres.
HAITI—Port-au-Prince Le Nouvelliste.
MEXICO—Mexico City La Prensa.
PANAMA—El Dia.
PUERTO RICO—San Juan El Imparcial.

32 UNIVERSAL PUBLISHERS REPRESENTATIVES, INC.
New York 36, N. Y.
509 Fifth Ave.
Tel.: Pe 6-0408
Theresa Ettinger, Secy.
BOLIVIA—La Paz El Diario.
COLOMBIA—Barranquilla Diario Del Caribe, Cali Relator, Cartagena El Pueblo.
GERMANY—Duesseldorf Industriekurier.
JAPAN—Tokyo, Osaka, Nagoya, Kokura Asahi Evening News; Oosaka Asahi Evening News.
MEXICO—Nosotros Decimos (Supplement); La Familia, Sucesos, Amenidades.
URUGUAY—Montevideo El Diario; La Manana.
VENEZUELA—Caracas El Heraldo.

33 THE ROBERT T. KENYON COMPANY
New York 22, N. Y.
515 Madison Ave.
Tel.: Pl 5-8028
BRAZIL—O Cruzeiro, Rio de Janeiro.
ENGLAND—London Economist.
FRANCE—Le Figaro, Paris.
GERMANY—Deutsche Zeitung und Wirtschafts Zeitung, Stuttgart; Der Spiegel, Hamburg.
NETHERLANDS—Algemeen Handelsblad, Amsterdam; Nieuwe Rotterdamse Courant, Rotterdam.

34 SHANNON & ASSOCIATES
New York 36, N. Y.
28 W. 44 St.
Lo 3-1750
PHILIPPINE ISLANDS—Manila Chronicle.

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

RYUKYU ISLANDS

City	Name of Newspaper	Circulation	President Editor	Managing Director
Naha	Okinawa Times	(m) 59,000	Choko Takamine	Seitoku Zayasu
		(e) 59,000	Kazufumi Uechi	
	Ryukyu Shimpo	(m) 48,500	Seihaku Oyadomari	Kisa Kinjo
		(e) 48,500	Shui Ikemiyagusuku	
Naha—Cont'd	Okinawa Shimbun	(m) 25,000	Katsunobu Tamaki	Kenso Higa
		(e) 25,000	Katsunobu Tamaki	
	*Morning Star	(m) 8,500	R. Prosser	J. Servaites

*English language.

SINGAPORE

City and Population	Name, Language, U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Singapore (Est. 1957) 1,500,000	Straits Times (English)	1845	MD	85,000	Straits Times Press, Ltd.	A. W. Gough	L. C. Hoffman	1¾	22	15¼	14	$12.50
	Sunday Times (English)	1931	Sun.	98,000	Straits Times Press, Ltd.	A. W. Gough	George Tan	1¾	22	15¼	20	$15.00
	Singapore Free Press (English)	1835	AD	8,000	Straits Times Press, Ltd.	A. W. Gough	J. Behague	1¾	15	10¾	16	$4.00
	Berita Harian (Jawi)	1957	MD	10,000	Straits Times Press, Ltd.	A. W. Gough	L. C. Hoffman	1¼	22	15¼	8	$5.00
	Singapore Standard (English)	1950	MD	23,000	Sin Poh (Star News)	James Peter Chin	R. B. Oei	1½	20	16	14	$5.50
	Sunday Standard (English)	1950	Sun.	53,000	Amalgamated Ltd.	James Peter Chin	R. B. Oei	1½	20	16	24	$8.50
	Nanyang Siang Pao (Chinese)	1923	MD	78,000	Nanyang Press, Ltd.	Tay Kai Teck	Chan Sim Ying	1¾	20½	16¾	12	$6.00
	Nanfang Evening Post (Chinese)	1950	AD	28,000	Nanyang Press, Ltd.	Tay Kai Teck	Sim Sze Choong	1½	20½	16¾	4	$3.00
	Sin Chew Jit Pao (Chinese)	1929	MD	48,000	Sin Poh Amalgamated Ltd. Co.	Tan Wah Seng	Wong Tse	1½	20	15¾	14	$6.00
	Sin Mah Jit Pau (Chinese)	1957	MD	10,000	Sin Mah Press, Ltd.	Chan Thong	Wang Chung Kwang	1½	21	15	8	$5.00
	Tamil Murasu (Tamil)	1934	MD	15,000	The Star Press, Ltd.	K. V. Naidu	G. Sarangapany	1¾	19½	13½	12	$3.00
	Kerala Bandhu (Malay)	1938	MD	6,000	Hind Publishers, Ltd.	S. S. Sadia	V. P. Abdullah	3	19	12¾	6	$1.50
	Malaya Nanban (Tamil)	1941	MD	8,500	Malaya Nan Press, Ltd.	M. Dhurai Raj	S. S. Mohideen	2½	20	16	4	$1.00
	Utusan Melayu (Malay)	1939	MD	27,000	Utusan Melayu Press, Ltd.	Yasmin binte Haron	Yusof bin Ishak	1¼	19½	15	8	$3.50
	Utusan Zaman (Malay)	1939	Sun.	35,000	Utusan Melayu Press, Ltd.	Yasmin binte Haron	Yusof bin Ishak	1¼	19½	15	8	$6.00

THAILAND (SIAM)

Name of Paper	Language	Proprietor	Editor
Kiattisak	Thai	Anan Khanthachawana	Prida Than-Trakun
Lak Muang	Thai	T. Bunthiam Angkinan	Phinit Angkinan
Pim Thai	Thai	Thai Commercial Co., Ltd.	But Sima-sathian
Prachathipatai	Thai	Saha-upakon Kanphim Co., Ltd	Sawai Phromni
Sayam Nikon	Thai	Thai Commercial Co., Ltd.	Sawaeng Tungkha-banhan
Chao Thai	Thai		Chaloem Wuthikosit
Chao	Thai		
Sayam Rat	Thai	M. R. Kukrit Pramot	Sala Likhitkun
Si Krung	Thai	Si Krung Co., Ltd	Chaloem Wisetrat
Thai Mai	Thai	Thai Mai Co., Ltd	M. C. Phongrucha Ruchawichi
The Bangkok Post	English	Post Pub. Co., Ltd.	Harry Frederick
Liberty	English	Si Krung Co., Ltd.	G. C. Eardo
Chinese Daily News	Chinese	Tan Seng Kui	Koh Kiek Meng
Chung Yang Evening News	Chinese	Phua Siew Yin	Tang Yok Thye

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1957 PRINCIPAL U.S. CITIES

Data prepared by ANPA Special Standing Committee

Typographical Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	36¼	36¼	$3.531	$3.669	12-8-57
Chicago, Ill.	36¼	36¼	3.407	3.559	1-15-57
Philadelphia, Pa.	37½	37½	2.987	3.120	6-1-56
Detroit, Mich.	37½	36¼	3.334	3.573	12-1-56
Los Angeles, Calif.	36¼	36¼	3.206	3.343	9-1-56
Cleveland, Ohio	37½	36¼	3.233	3.515	10-1-57
Baltimore, Md.	36¼	36¼	3.130	3.266	1-1-57
St. Louis, Mo.	36¼	36¼	3.283	3.441	1-1-57
Boston, Mass.	36¼	36¼	3.294	3.424	1-1-58
Pittsburgh, Pa.	36¼	36¼	3.255	3.366	4-1-57
Washington D. C.	35	35	3.328	3.471	10-1-56
San Francisco, Calif.	36¼	36¼	3.230	3.368	12-29-57
Milwaukee, Wisc.	37½	37½	3.173	3.307	3-4-57
Buffalo, N. Y.	37½	37½	3.280	3.413	8-20-57
New Orleans, La.	37½	37½	2.960	3.093	1-1-58
Minneapolis, Minn.	35	35	3.345	3.505	1-1-57
Cincinnati, Ohio	37½	37½	3.053	3.187	4-15-57
Newark, N. J.	37½	36¼	3.253	3.476	4-27-57
Kansas City, Mo.	37½	37½	3.213	3.360	10-1-57
Indianapolis, Ind.	37½	37½	3.073	3.207	1-1-57
Houston, Tex.	37½	37½	3.093	3.167	9-1-57
Rochester, N. Y.	37½	37½	3.023	3.160	11-1-56
Denver, Colo.	36¼	36¼	3.260	3.396	10-1-57
Louisville, Ky.	37½	37½	3.010	3.160	10-30-57
Columbus, Ohio	37½	36¼	3.193	3.441	10-3-57
Portland, Ore.	36¼	36¼	3.297	3.434	9-15-56
Atlanta, Ga.	37½	37½	3.053	3.187	10-1-57
Oakland, Calif.	36¼	36¼	3.230	3.368	12-29-57
Jersey City, N. J.	35	35	3.469	3.611	11-1-57
Dallas, Tex.	35	35	3.214	3.357	10-14-56
Memphis, Tenn.	37½	37½	3.007	3.140	1-29-57
Seattle, Wash.	35	35	3.557	3.700	7-15-57
St. Paul Minn.	35	35	3.297	3.511	10-1-56
Toledo, Ohio	37½	37½	3.147	3.307	10-1-56
Birmingham, Ala.	37½	37½	2.960	3.060	10-1-57
San Antonio, Tex.	37½	37½	2.893	3.040	6-30-57
Providence, R. I.	37½	37½	2.987	3.107	1-1-57
Akron, Ohio	37½	37½	3.107	3.267	10-1-56
Omaha, Neb.	37½	37½	2.990	3.165	1-1-57
Dayton, Ohio	37½	37½	2.933	3.066	10-1-56
Average	36.80	36.67	$3.287	$3.331	.....

Pressmen's Scales

New York, N. Y.	36¼	33¼	$3.332	$3.710	12-8-57
Chicago, Ill.	37½	35	3.213	3.600	4-3-57
Philadelphia, Pa.	37½	33¾	2.920	3.304	8-1-56
Detroit, Mich.	37½	35	3.181	3.441	3-1-57
Los Angeles, Calif.	37½	35	3.140	3.407	8-1-57
Cleveland, Ohio	37½	35	3.143	3.424	12-1-57
Baltimore, Md.	37½	35	3.000	3.214	1-1-57
St. Louis, Mo.	37½	35	3.227	3.447	11-15-57
Boston, Mass.	37½	33¼	3.186	3.675	1-1-58
Pittsburgh, Pa.	37½	37½	2.987	5.093	1-25-57
Washington, D. C.	35	35	3.189	3.296	2-11-57
San Francisco, Calif.	37½	35	3.116	3.410	12-29-57
Milwaukee, Wis.	37½	35	3.080	3.336	5-19-57
Buffalo, N. Y.	37½	37½	3.188	3.321	8-23-57
New Orleans, La.	37½	37½	2.907	3.013	1-1-58
Minneapolis, Minn.	37½	37½	3.160	3.330	3-1-57
Cincinnati, Ohio	37½	37½	3.060	3.193	8-10-57
Newark, N. J.	37½	33¾	3.255	3.727	5-1-57
Kansas City, Mo.	37½	37½	3.187	3.333	1-1-58
Indianapolis, Ind.	37½	37½	3.033	3.167	3-1-57
Houston, Tex.	37½	35	3.017	3.240	7-16-57
Rochester N. Y.	37½	37½	3.027	3.160	2-1-57
Denver, Colo.	37½	35	3.087	3.336	9-1-57
Louisville, Ky.	37½	37½	2.980	3.110	11-6-55
Columbus, Ohio	37½	35	3.150	3.520	1-1-58
Portland, Ore.	37½	35	3.187	3.450	1-1-57
Atlanta, Ga.	37½	37½	2.953	3.061	3-1-57
Oakland, Calif.	37½	37½	3.036	3.169	10-16-56
Jersey City, N. J.	37½	36	3.539	3.686	12-10-57
Dallas, Tex.	35	35	3.200	3.343	8-15-57
Memphis, Tenn.	37½	37½	2.913	3.047	2-1-57
Seattle, Wash.	35	35	3.450	3.593	10-1-57
St. Paul, Minn.	37½	37½	3.090	3.280	8-21-57
Toledo, Ohio	37½	37½	3.047	3.193	11-1-56
Birmingham, Ala.	37½	37½	2.968	3.130	8-22-57
San Antonio, Tex.	37½	37½	2.960	3.107	8-6-57
Providence, R. I.	37½	37½	2.943	3.065	4-1-57
Akron, Ohio	37½	35	3.027	3.243	10-1-56
Omaha, Neb.	37½	37½	2.960	3.070	2-5-57
Dayton, Ohio	37½	37½	2.933	3.067	4-1-56
Average	37.281	36.05	$3.10	$3.383	.....

COMPOSITION OF PRINTERS' METALS

Standard metal formulas as recommended by typesetting machine manufacturers are as follows:

Linotype and Intertype: 4 to 6 per cent tin, 11 to 13 per cent antimony, balance lead.

Linotype and Stereotype Combination: 4 to 6 per cent tin, 11.50 to 12.50 per cent antimony, balance lead.

Ludlow: 4 to 6 per cent tin, 11 to 12 per cent antimony, balance lead.

Electrotype: 3 per cent tin, 3 per cent antimony, 94 per cent lead.

Standard Monotype: 6.50 to 7.00 per cent tin, 16.50 to 17.50 per cent antimony, balance lead.

Special Monotype: 9 to 10 per cent tin, 18 to 20 per cent antimony, balance lead.

Stereotype: 5 to 8 per cent tin, 13.25 to 14.00 per cent antimony, balance lead.

Stereotype Replacements: 8 to 10 per cent tin, 13.50 to 14.00 per cent antimony, balance lead.

NOTE: Because of the time gap between closing date and publication date, there may be new organizations or changes in Year Book listings which could not be accommodated in this issue.
It is requested that information in this connection be forwarded to Year Book Editor, EDITOR & PUBLISHER, 1475 Broadway, New York 36, N. Y., for possible use in the 1959 issue.

Stereotypers' Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	37½	31¼	$3.259	$4.040	12-8-57
Chicago, Ill.	37½	36¼	3.207	3.463	3-15-57
Philadelphia, Pa.	37½	37½	2.907	3.013	9-1-56
Detroit, Mich.	37½	35	3.360	3.631	12-1-57
Los Angeles, Calif.	36¼	36¼	3.145	3.283	8-1-57
Cleveland, Ohio	37½	35	3.169	3.453	1-1-58
Baltimore, Md.	37½	35	2.993	3.207	4-1-57
St. Louis, Mo.	37½	35	3.173	3.420	1-1-58
Boston, Mass.	35	31¾	3.346	3.699	1-1-58
Pittsburgh, Pa.	37½	37½	3.014	3.121	4-3-57
Washington, D. C.	37½	37½	3.200	3.424	3-1-57
San Francisco, Calif.	37½	37½	3.012	3.145	10-18-56
Milwaukee, Wis.	37½	37½	3.093	3.227	7-1-57
Buffalo, N. Y.	37½	37½	3.200	3.333	10-1-57
New Orleans, La.	37½	37½	2.933	3.067	1-1-58
Minneapolis, Minn.	37½	37½	3.196	3.330	3-1-57
Cincinnati, Ohio	37½	37½	3.000	3.133	3-10-57
Newark, N. J.	37½	30	3.175	3.968	4-13-57
Kansas City, Mo.	37½	37½	3.200	3.347	11-1-57
Indianapolis, Ind.	37½	37½	3.057	3.190	1-8-57
Houston, Tex.	37½	37½	2.987	3.120	6-1-56
Rochester, N. Y.	37½	37½	3.026	3.160	2-1-57
Denver, Colo.	37½	37½	3.067	3.220	9-1-57
Louisville, Ky.	37½	37½	2.980	3.110	11-6-55
Columbus, Ohio	37½	35	3.030	3.390	1-1-57
Portland, Ore.	36¼	35	3.352	3.614	11-1-57
Atlanta, Ga.	37½	37½	2.953	3.061	1-2-57
Oakland, Calif.	37½	37½	3.012	3.145	10-16-56
Jersey City, N. J.	37½	.....	3.165	.....	12-8-56
Dallas, Tex.	35	35	3.136	3.279	11-1-56
Memphis, Tenn.	37½	37½	2.893	3.027	3-28-57
Seattle, Wash.	35	35	3.557	3.700	9-1-57
St. Paul, Minn.	37½	37½	3.010	3.200	10-1-56
Toledo, Ohio	37½	37½	3.080	3.227	10-1-56
Birmingham, Ala.	37½	37½	2.960	3.060	8-22-57
San Antonio, Tex.	37½	37½	2.813	2.960	10-3-56
Providence, R. I.	37½	37½	2.933	3.054	1-1-57
Akron, Ohio	37½	37½	3.053	3.213	11-1-56
Omaha, Neb.	37½	37½	2.990	3.165	1-1-57
Dayton, Ohio	37½	37½	2.933	3.073	5-8-56
Average	37.25	36.42	$3.089	$3.289	.....

Photo Engravers' Scales

New York, N. Y.	36¼	36¼	$3.766	$4.069	12-8-57
Chicago, Ill.	36¼	36¼	3.745	3.993	7-17-57
Philadelphia, Pa.	37½	37½	3.427	3.560	9-15-57
Detroit, Mich.	37½	37½	3.504	3.713	12-1-56
Los Angeles, Calif.	36¼	36¼	3.393	3.531	8-1-57
Cleveland, Ohio	37½	35	3.489	3.881	12-1-57
Baltimore, Md.	37½	37½	3.353	3.813	4-20-57
St. Louis, Mo.	37½	37½	3.387	3.547	2-1-57
Boston, Mass.	37½	37½	3.443	3.627	1-1-58
Pittsburgh, Pa.	37½	37½	3.400	3.533	5-1-57
Washington, D. C.	35	35	3.550	3.707	2-1-57
San Francisco, Calif.	36¼	36¼	3.493	3.630	12-29-57
Milwaukee, Wis.	37½	37½	3.413	3.547	2-1-57
Buffalo, N. Y.	37½	37½	3.559	3.692	8-22-57
New Orleans, La.	37½	37½	2.987	3.120	1-1-58
Minneapolis, Minn.	37½	37½	3.470	3.660	9-1-57
Cincinnati, Ohio	37½	37½	3.333	3.467	1-1-58
Newark, N. J.	....	36¼	.....	3.697	1-21-57
Kansas City, Mo.	37½	37½	3.493	3.653	11-1-57
Indianapolis, Ind.	37½	37½	3.213	3.347	3-1-57
Houston, Tex.	37½	37½	3.200	3.353	1-1-57
Rochester, N. Y.	37½	37½	3.413	3.547	1-1-57
Denver, Colo.	37½	37½	3.333	3.467	10-2-57
Louisville, Ky.	37½	37½	3.320	3.460	2-3-57
Columbus, Ohio	37½	36¼	3.484	3.770	1-1-58
Portland, Ore.	36¼	36¼	3.331	3.469	11-16-56
Atlanta, Ga.	37½	37½	3.160	3.320	1-1-57
Oakland, Calif.	37½	37½	3.269	3.403	10-29-56
Jersey City, N. J.	....	36¼	.....	3.697	1-21-57
Memphis, Tenn.	37½	37½	3.207	3.433	1-1-57
Seattle, Wash.	37½	37½	3.443	3.577	11-15-56
St. Paul, Minn.	37½	37½	3.380	3.580	8-21-57
Toledo, Ohio	37½	37½	3.387	3.547	2-1-57
Birmingham, Ala.	37½	37½	3.050	3.190	3-1-57
San Antonio, Tex.	37½	37½	2.987	3.160	12-2-56
Providence, R. I.	37½	37½	3.246	3.368	1-27-57
Akron, Ohio	37½	.....	3.267	.....	12-1-56
Omaha, Neb.	37½	37½	3.133	3.333	7-1-57
Dayton, Ohio	37½	37½	3.240	3.373	8-29-57
Average	37.26	37.10	$3.35	$3.629	.....

Mailers' Scales

New York, N. Y.	.....	40	37	$2.736	$3.022	12-8-57
Chicago, Ill.	37½	36¼	2.867	3.131	4-15-57
Philadelphia, Pa.	40	37½	2.463	2.667	10-17-56
Detroit, Mich.	37½	37½	2.971	3.150	12-1-56
Los Angeles, Calif.	36¼	36¼	2.937	3.075	8-1-57
Cleveland, Ohio	37½	35	2.943	3.211	1-1-58
Baltimore, Md.	40	35	2.363	2.700	1-1-57
St. Louis, Mo.	37½	35	2.887	3.114	7-30-57
Boston, Mass.	37½	35	2.697	2.889	8-30-57
Pittsburgh, Pa.	37½	37½	2.732	2.838	1-8-57
Washington, D. C.	37½	37½	2.653	2.707	10-1-56
San Francisco, Calif.	36¼	36¼	2.945	3.063	12-29-57
Milwaukee, Wis.	37½	37½	2.707	2.813	4-29-57
Buffalo, N. Y.	37½	37½	2.800	2.933	3-11-57
New Orleans, La.	40	40	1.975	2.050	2-11-57
Minneapolis, Minn.	37½	37½	2.880	3.030	1-1-57
Cincinnati, Ohio	37½	37½	2.720	2.853	3-1-57
Newark, N. J.	40	35	2.658	3.093	5-1-57
Kansas City, Mo.	37½	37½	2.840	2.973	10-1-57
Indianapolis, Ind.	37½	37½	2.923	3.057	3-15-57
Houston, Tex.	37½	37½	2.607	2.740	1-15-58
Rochester, N. Y.	37½	37½	2.560	2.693	11-1-56
Denver, Cool.	37½	37½	2.733	2.867	9-1-57
Louisville, Ky.	37½	37½	2.613	2.713	10-28-56
Columbus, Ohio	37½	36¼	2.853	3.090	10-3-57
Portland, Ore.	37½	35	3.033	3.250	11-15-56
Atlanta, Ga.	37½	37½	2.567	2.620	7-22-57
Oakland, Calif.	36¼	36¼	2.945	3.083	12-29-57
Dallas, Tex.	35	35	2.629	2.771	12-1-56
Memphis, Tenn.	37½	37½	2.647	2.780	1-1-57
Seattle, Wash.	35	35	3.179	3.250	10-31-57
St. Paul, Minn.	37½	37½	2.850	2.985	8-1-56
Toledo, Ohio	37½	37½	2.840	2.987	9-1-56
Birmingham, Ala.	37½	37½	2.506	2.673	10-1-57
San Antonio, Tex.	40	40	2.195	2.320	4-27-57
Akron, Ohio	37½	35	2.763	2.961	10-1-56
Omaha, Neb.	37½	37½	2.613	2.747	4-29-57
Dayton, Ohio	....	37½	.....	2.609	8-20-56
Average	37.67	36.06	$2.726	$2.882	

1957 NEWSPRINT CONSUMPTION STATISTICS

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CONSUMPTION BY U. S. NEWSPAPERS REPORTING TO ANPA AND ESTIMATED TOTALS

	1957 Tons	1956 Tons	1955 Tons	1954 Tons
January	407,596	402,250	383,520	363,057
February	387,167	397,757	365,321	345,642
March	453,342	446,125	438,895	400,311
April	443,328	461,778	431,788	414,877
May	465,960	464,072	455,404	422,157
June	433,837	422,361	422,246	384,444
July	373,477	388,803	378,434	338,471
August	396,351	402,493	384,679	360,825
September	434,282	434,930	424,807	388,321
October	465,350	476,854	478,934	437,191
November	453,041	467,706	461,847	420,422
December	436,316	443,623	419,218	407,980
*Reporting to ANPA	5,149,099	5,208,761	5,044,993	4,683,898
Estimated Other Consumption 24.5% (d)	1,670,900(d)	1,690,260(c)	1,593,156(b)	1,479,063(a)
Estimated Consumption Totals	6,819,999(d)	6,899,021(c)	6,638,149(b)	6,162,761(a)

*December 1957 Consumption ..... { 1.9% decrease under December 1956; 4.1% increase over December 1955 }

*Year 1957 Consumption ..... { 1.1% decrease under 1956; 2.1% increase over 1955 }

*Percentages of increase or decrease are based on consumption of reporting newspapers only.
*525 U. S. newspapers reporting to the ANPA consumed approximately 76% in 1954; approximately 76% in 1955; approximately 75.5% in 1956 and approximately 75.5% in 1957.

(a) Estimated 24% of all consumption comprising daily newspapers not reporting to ANPA, country weekly; commercial printers; shopping news; comic magazines; government, etc., added to reports to ANPA to arrive at these totals for the year 1954.

(b) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1955 [see (a) above].

(c) Estimated 24.5% (as revised Dec. 31, 1956) of all consumption added to reports to ANPA to arrive at these totals for the year 1956 [see (a) above].

(d) Estimated 24.5% of all consumption added to reports to ANPA to arrive at these totals for the year 1957 [see (a) above]. Estimate for newsprint consumption in Canada for 1957 is 462,000 tons.

U. S. PUBLISHERS STOCKS

	Tons	†Days Supply On Hand	†Days Supply In Transit	NO. AMER. MILL STOCKS Tons
December 31, 1957	674,980	42	6	151,785
December 31, 1956	635,756	36	8	110,263
December 31, 1955	458,352	27	7	88,397

†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

U. S. PUBLISHERS' STOCKS (ON HAND AND IN TRANSIT)—DECEMBER 1957.
(Compiled by the ANPA) 525 Newspapers

	Tons
On hand first of month	628,037
Received during month	407,389
Used during month	436,318
Sold during month	3,755
On hand end of month	595,353
In transit end of month	79,627

	Tons	On Hand	†Days Supply In Transit
Publishers Stocks on hand and in transit December 31, 1957	674,980	42	6
December 1957 Consumption		{ 1.9% decrease under December 1956; 4.1% increase over December 1955 }	

There were 5 Sundays each in December 1957 and 1956 and 4 Sundays in December 1955.
†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

PRODUCTION—NORTH AMERICA

December 1957 Production ..... 12.2% decrease under December 1956; 12.0% decrease under December 1955

December 1957 compared with December 1956 shows production by countries as follows:

	Canada Tons	U. S. Tons	Total Tons
December 1957	434,882	138,684	573,566
December 1956	514,228	139,154	653,382
Decrease	79,346	470	79,816
	15.4%	0.3%	12.2%

PRODUCTION—CANADA, UNITED STATES AND NORTH AMERICA.

CANADA

	1957	1956	1955	1954
January Tons	558,564	523,319	490,822	476,151
February "	518,929	514,673	479,286	457,927
March "	574,232	552,896	539,129	515,482
April "	564,849	518,389	518,627	500,199
May "	572,973	550,525	521,322	497,221
June "	532,039	536,357	507,774	490,726
July "	549,195	532,458	450,405	503,979
August "	560,286	570,377	539,536	503,145
September "	486,590	513,983	503,214	491,153
October "	548,678	582,085	538,788	525,996
November "	504,898	559,525	541,717	522,109
December "	434,882	514,228	520,024	500,119
Total Tons	6,396,114	6,468,815	6,190,647	5,984,207

UNITED STATES.

	1957	1956	1955	1954
January Tons	157,651	139,469	117,266	97,378
February "	150,710	130,455	111,545	89,850
March "	164,426	148,970	127,280	99,917
April "	162,404	138,322	122,673	91,651
May "	171,156	149,033	135,243	98,281
June "	159,069	141,917	132,968	99,305
July "	144,373	138,512	126,190	99,078
August "	156,465	154,297	136,726	103,145
September "	133,776	140,577	126,655	99,306
October "	146,796	154,030	141,825	113,436
November "	140,384	142,507	142,036	107,573
December "	138,684	139,154	131,887	112,236
Total Tons	1,825,897	1,717,243	1,552,294	1,211,156

NORTH AMERICA.

	1957	1956	1955	1954
January Tons	715,215	662,788	608,088*	573,529
February "	669,639	645,128	590,831*	547,777
March "	738,658	701,866	666,409*	615,399
April "	717,253	656,711	641,300*	591,850
May "	744,129	699,558	656,565*	595,502
June "	691,108	678,274	640,742*	590,031
July "	693,588	670,970	616,595*	603,057
August "	715,750	724,674	676,205*	606,290
September "	620,366	654,560	629,869*	590,459
October "	695,477	736,115	680,613*	639,432
November "	645,282	702,032	683,753*	629,683
December "	573,566	653,382	651,911	612,355
Total Tons	8,222,011	8,186,058	7,742,941	7,195,363

PRODUCTION, SHIPMENTS AND MILL STOCKS.

Report on newsprint production, shipments and mill stocks for the month of December 1957, issued by the Newsprint Service Bureau follows:

Production of newsprint in North America during December, 1957 amounted to 573,953 tons and was 12.2% under the all-time December high attained in 1956. Shipments totaled 606,430 tons in December 1957 and were 12.2% below shipments in the corresponding month of 1956. Output in the U. S. was 138,684 tons and shipments were 135,057 tons. Canadian production was reduced substantially by the continuing strike against mills in British Columbia, which began November 14th, and amounted to 435,269 tons while shipments totaled 471,373 tons.

The record 1,825,897 tons turned out by U. S. mills in 1957 was 106,654 tons or 6.3% greater than in 1956. Output in Canada of 6,396,501 tons in 1957 represented a decline of 72,314 tons or 1.1% from the historical peak attained in the previous year. Thus the all-time high continental total of 8,222,398 tons was 36,340 tons or 0.4% greater than in 1956.

North American manufacturers stocks on Dec. 31, 1957 aggregated 151,785 tons compared with 184,262 tons on the last day of the preceding month and 110,263 tons at the end of December, 1956. The continental total was composed of 19,332 tons and 132,453 tons held by U. S. and Canadian mills respectively and inventories were higher than a year ago by 9,142 tons in the former instance and by 32,380 tons in the latter.

Canadian Mills.

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1957 December	435,269	367,385	34,924	69,059	471,373	132,453
1957 Twelve Months	6,396,501	5,054,729	456,728	852,664	6,364,121	.....
1956 " "	6,468,815	5,229,748	477,130	741,944	6,448,822	100,073
1955 " "	6,190,647	5,070,211	430,444	734,902	6,235,557	80,080
1954 " "	5,984,207	4,875,031	420,896	674,534	5,970,461	124,990

United States Mills.

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1957 December	138,684	128,112	.....	6,945	135,057	19,332
1957 Twelve Months	1,825,897	1,698,477	.....	118,278	1,816,755	.....
1956 " "	1,717,243	1,582,742	.....	132,628	1,715,370	10,190
1955 " "	1,552,294	1,373,638	.....	176,543	1,550,181	8,317
1954 " "	1,211,156	1,120,590	.....	92,388	1,212,978	6,204

North American Totals

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1957 December	573,953	495,497	34,924	75,009	606,430	151,785
1957 Twelve Months	8,222,398	6,753,206	456,728	970,942	8,180,876	.....
1956 " "	8,186,058	6,812,490	477,130	874,572	8,164,192	110,263
1955 " "	7,742,941	6,443,849	430,444	911,445	7,785,738	88,397
1954 " "	7,195,363	5,995,621	420,896	766,922	7,183,439	131,194

PUBLISHERS AND MILL STOCKS OF NEWSPRINT

U. S. publishers stocks of newsprint represent (in tons) stocks on hand in city of publication and in transit (that is tonnage already billed by the mill to the publisher) at end of month, as reported to the ANPA by the publisher. "Days Supply" represents the number of days the stocks on hand and in transit will last, based on average consumption during the month covered by the report. In other words, "Days Supply" at the end of December means the amount of newsprint in possession of the publisher and in transit calculated to run at the rate of consumption in December.

"Mill Stocks" represent total stocks at all United States and Canadian mills reporting to the Newsprint Service Bureau. Also include tonnage at destination warehouse not yet invoiced to customers.

U. S. Publishers Stocks
(525 newspapers)

	1957 Tons	1957 †Days Supply	1956 Tons	1956 †Days Supply	1955 Tons	1955 †Days Supply	1954 Tons	1954 †Days Supply
January	664,170	51	471,928	36	545,815	44	559,275	48
February	711,350	51	473,246	35	499,883	38	584,960	47
March	687,994	46	470,209	33	465,713	33	581,049	45
April	593,556	47	436,107	28	448,022	31	565,407	41
May	686,233	46	447,129	30	426,870	29	519,039	38
June	687,435	48	488,331	35	431,570	31	533,973	42
July	754,847	53	552,382	44	442,360	36	552,698	51
August	805,577	55	632,514	49	484,984	39	574,902	49
September	781,112	54	624,670	43	465,976	33	555,025	43
October	752,461	50	631,295	41	423,058	27	525,964	37
November	722,871	48	622,301	40	408,207	27	532,503	37
December	674,980	46	635,756	44	458,352	34	516,363	39

†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

North American Mill Stocks

	1957 Tons	1956 Tons	1955 Tons	1954 Tons
January	153,986	108,371	157,458	144,103
February	161,130	119,881	172,011	166,228
March	212,034	139,680	196,498	197,753
April	228,269	151,652	177,428	195,531
May	235,601	149,582	176,144	193,145
June	211,435	139,292	138,336	160,321
July	183,109	129,863	129,161	182,341
August	223,118	141,762	131,944	167,631
September	196,893	126,568	134,312	174,615
October	202,603	130,838	126,391	161,697
November	184,262	148,953	121,634	139,371
December	151,785	110,263	88,397	131,194

ANNUAL ADVERTISING LINAGE TOTALS MEDIA RECORDS 52 CITIES

Year	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Department Store
1937	1,409,666,418	788,812,599	247,155,491	67,801,789	22,480,224	1,126,250,103	283,416,315	323,619,761
1938	1,225,165,889	711,781,176	191,948,193	47,254,770	19,170,093	970,154,232	255,011,657	299,168,063
1939	1,343,549,515	735,960,236	191,858,930	52,677,942	20,307,871	990,824,979	252,724,536	305,548,913
1940	1,268,631,772	735,761,106	188,628,913	62,006,119	19,434,454	1,005,830,592	262,811,180	311,323,716
1941	1,313,233,254	769,690,187	194,052,658	56,444,567	20,478,315	1,040,665,727	272,567,527	324,211,332
1942	1,241,671,534	743,260,711	196,653,436	36,823,244	17,622,549	984,359,940	257,311,594	317,128,690
1943	1,396,418,169	763,836,821	247,423,897	32,357,707	17,756,332	1,061,376,557	335,041,612	327,745,323
1944	1,361,243,607	751,583,696	250,925,532	31,478,992	18,364,625	1,052,352,845	308,890,762	307,591,554
1945	1,391,639,430	788,676,309	246,051,515	34,656,439	22,089,577	1,071,473,840	320,155,590	306,774,101
1946	1,729,713,225	971,383,756	286,285,155	43,106,130	28,376,065	1,306,051,096	423,662,129	380,347,319
1947	2,008,535,654	1,127,242,002	314,605,173	68,671,744	34,416,698	1,534,935,617	473,600,237	427,512,988
1948	2,263,446,184	1,293,830,934	338,641,008	83,736,973	35,791,496	1,741,000,411	522,445,773	490,819,148
1949	2,301,968,389	1,333,333,138	354,781,475	105,484,794	35,344,745	1,817,944,152	484,024,237	506,745,394
1950	2,440,149,578	1,391,086,056	389,564,290	130,593,481	28,274,138	1,939,516,943	510,632,633	529,471,862
1951	2,478,463,039	1,389,629,004	386,680,584	109,996,228	30,163,507	1,896,449,323	582,013,716	538,050,399
1952	2,505,393,234	1,399,041,368	349,131,462	107,434,208	32,284,201	1,887,881,239	617,511,995	533,662,808
1953	2,610,069,761	1,430,211,650	362,049,349	140,144,672	33,422,570	1,965,829,261	646,840,500	537,889,906
1954	2,581,175,071	1,441,001,667	358,040,062	143,015,007	36,346,557	1,978,403,293	602,771,778	546,345,810
1955	2,843,394,974	1,531,108,731	376,300,504	191,033,688	40,593,286	2,138,934,209	704,460,765	574,509,989
1956	2,910,780,505	1,562,230,915	408,645,070	170,030,559	45,273,592	2,186,170,136	724,610,369	577,794,234
1957	2,829,131,688	1,537,032,868	377,714,429	181,399,792	47,514,952	2,143,662,041	685,469,645	548,616,025

NEWSPAPER CONTESTS AND AWARDS

AMERICAN SOCIETY OF JOURNALISM SCHOOL ADMINISTRATORS PUBLICATION AWARD—Given by ASJSA (Prof. J. William Maxwell, Sec., Univ. of S. Dakota, Vermillion). Scroll gives for some factor in the advancement of journalism to the publication chosen by ASJA members. Deadline: March 1.

AMERICAN TRUCKING ASSOCIATIONS' NEWSPAPER SAFETY WRITING COMPETITION—Given by ATA, 1424—16th St., N.W., Washington 6, D. C. First Prize ($500), Second Prize ($300), Third Prize ($100), Plaques, Merit Citations given in each of 3 categories—series of stories, single stories, single editorials—on basis of effectiveness in promoting highway safety. Categories and prizes expected to be similar in 1958. Rules announced in late Spring. Contest period from May 24 thru Sept. 5.

ASSOCIATED PRESS NATIONAL CONTEST FOR EXCELLENCE IN NEWS PHOTOGRAPHY—Given by the APME, 50 Rockefeller Plaza, New York 20, N. Y. First Prize ($100) given to the best picture taken by AP Newspaper photographers. Deadline: April 1. The Associated Press Managing Ass'n also gives citations for outstanding news and newsphoto coverage to AP member papers.

AYER CUP—Given by N.W. Ayer & Son, Inc., W. Washington Sq., Philadelphia, Pa. Given to the English language newspaper judged most outstanding in typography, make-up and printing.

HOWARD W. BLAKESLEE AWARDS—Given by the American Heart Association, 44 E. 23rd St., New York 10, N. Y. Citation and $500 each given for outstanding reporting on heart and blood vessel diseases to media of press, magazine, film, radio, TV, books. Deadline: May 1.

BOWATER AWARDS FOR JOURNALISM—Awards administered by Board of Trustees; winners announced by James R. Nelson, president of the Parliamentary Press Gallery, Ottawa, Can., custodian. Fred Poland, Montreal (Que.) Star, and Allan Kent, Toronto (Ont.) Telegram won the two 1956 $1,000 awards for distinguished journalism.

MATTHEW BRADY AWARD—Given by the Univ. of Missouri School of Journalism in cooperation with the Encyclopaedia Britannica and the National Press Photographers Assn., for the best newspaper portfolio, and other categories, in an International Picture Competition & Exhibition.

HEYWOOD BROUN AWARD—Given by the American Newspaper Guild, 1126—16th St., N. W., Washington 6, D. C. Citation and $500 given for outstanding journalistic achievement in the spirit of Heywood Broun. Deadline: Feb. 1.

MARIA MOORS CABOT AWARD—Given by Columbia Univ., New York 27, N. Y. Gold Medals and plaques given for outstanding public service in nations of the Western Hemisphere.

RUSSELL L. CECIL AWARDS—Given by The Arthritis & Rheumatism Foundation, 23 W. 45th St., New York 36, N. Y. for excellence in science writing in the field of rheumatic diseases. Deadline: Oct. 15.

CIGAR INSTITUTE OF AMERICA'S ANNUAL PHOTO CONTEST FOR PROFESSIONAL PHOTOGRAPHERS, 1250—6th Ave., New York 20, N. Y. $500, $250, $100, and 10, $25 prizes for the best published photos in which a man is shown smoking a cigar with enjoyment and relaxation. Deadline: Oct. 31.

RAYMOND CLAPPER MEMORIAL AWARD—Given by the Raymond Clapper Memorial Ass'n., Inc., Washington, D. C. $500 and scroll for exceptionally meritorious work by a Washington newspaper writer.

DUTTON BEST SPORTS OF THE YEAR CONTEST—E. P. Dutton Co., 300—4th Ave., New York 10, N. Y. $250 each for best news coverage story, feature, column, and magazine story. $50 each for best action photo and feature photo. Deadline: December current year.

EDITOR & PUBLISHER NEWSPAPER PROMOTION CONTEST—Given by E&P, Times Tower, Times Square, New York 36, N. Y. First Prize, Honorable Mentions (3) in each circulation group classification for national advertising, retail adv., classified adv., circulation, public service. Grand Award for "Best in Show".

EDUCATION WRITERS ASSOCIATION AWARD—525 W 120th St., New York 27, N. Y., Joseph Deitch, Sec. Bronze plaques and certificates given for outstanding education reporting (4 categories). Announced in March or April.

ENGLISH-SPEAKING UNION BETTER UNDERSTANDING AWARD—16 E. 69 St., New York 21, N. Y. Awards and citations given annually for efforts to promote better understanding between English-speaking peoples. Deadline: March 1.

FREEDOMS FOUNDATION AWARD—Valley Forge, Pa. First Prize ($1,000), 20 Second Prizes ($50), George Washington Honor Medal, for editorials, cartoons, photos, promoting understanding of the American way of life. Deadline: Nov. 1st.

JAMES T. GRADY AWARD—Given by the American Chemical Society, 1155—16th St., N.W., Washington 6, D. C. Gold medal and certificate for an important contribution to the American public's knowledge of chemical progress. Nominations by members of the society only, before June 1.

GRAFLEX DIAMOND AWARD—(To winner of Pulitzer Photography Prize), given by Graflex, Inc., Rochester, N. Y.

GRAFLEX PHOTO CONTEST—Press category. Cash awards and bronze medallions. Graflex also awards plaques at various photographic short courses for the best newspaper exhibit of photography.

JIMMY HARE AWARD—Given by the University of Missouri School of Journalism in cooperation with the Encyclopaedia Britannica and the National Press Photographers Assn., for the best newspaper portfolio, and other categories, in an International Picture Competition and Exhibition.

SIDNEY HILLMAN FOUNDATION PRIZE AWARDS—15 Union Sq., New York 3, N. Y. $500 plus scroll for outstanding contributions in newspapers, magazines, books, and radio-TV dealing with current issues. Deadline: Feb. 1.

GEORGE R. HOLMES AWARD—Given by International News Service, 235 E. 45th St., New York, N. Y. Given for the best example of an INS reporter's work during the year, in memory of George R. Holmes, late INS Washington bureau manager.

ALBERT LASKER MEDICAL JOURNALISM AWARDS (3)—Three awards given annually by the Albert and Mary Lasker Foundation, Chrysler Bldg., New York 17, N. Y. Award of $2,500 plus silver statuette of Winged Victory of Samothrace and scroll, for the best articles or series of articles in (1) the newspaper field; (2) the magazine field; and (3) for the best radio-television broadcasting programs all dealing with the improvement of public health or medical research. Deadline: Jan. 15.

CRADLE OF AMERICA TOUR AWARDS—Given by the J. W. Marriott Awards Committee, 1917 Eye Street N. W., Washington 6, D.C. First prize of $500 and second prize of $250 given for top two published articles which seek to encourage travel to Washington, D.C. and the adjacent historic areas in Virginia, Maryland and Pennsylvania, known as "The Cradle of American Democracy." Deadline: January 31.

NATIONAL ASSOCIATION OF HOME BUILDERS AWARD—1625 L St., N.W., Washington 6, D. C. Three prizes of $1,000, $500, and $300, respectively, for the best series of five to seven articles on Community Facilities. Deadline: Dec. 1.

NATIONAL ASSOCIATION OF REAL ESTATE EDITORS AWARD—1420 E. 9th St., Cleveland, Ohio. $50 each for the best Realty page or section, Home page or section, and the best Realty news feature. Entries must be sent by Sept. 15 to Grady Clay, COURIER-JOURNAL, Louisville, Ky.

NATIONAL SAFETY COUNCIL PUBLIC INTEREST AWARD—425 No. Michigan Ave., Chicago 11, Ill. Given to newspapers and other public information media for exceptional service to safety. Deadline: Feb. 1.

NSC CARTOON AWARD—$300 given to newspaper cartoonist creating cartoon most effective in curbing the Christmas holiday traffic accident toll. Bronze plaque to winner's newspaper.

NEWS PICTURES OF THE YEAR PHOTO COMPETITION AND EXHIBITION—Sponsored by the National Press Photographers Association, School of Journalism, Univ. of Missouri and Encyclopaedia Britannica, 425 North Michigan Ave., Chicago 11, Ill. $500 each to the top "Newspaper, Magazine and Newsreel Photographer of the Year". Awards in 18 additional categories. Deadline: Jan. 11.

NEW YORK STATE BAR ASSOCIATION PRESS AWARD—99 Washington Ave., Albany 10, N. Y. $250 and bronze plaque for constructive contributions to the administration of justice. Open to all media. Deadline: May 5.

OVERSEAS PRESS CLUB OF AMERICA AWARDS—35 E. 39th St., New York 16, N. Y. Plaques, gold medals, citations, for the best in news and photography from Abroad. Also, Robert Capa, George Polk Memorial and President's Awards. (10 categories).

GEORGE POLK MEMORIAL AWARDS—Given by the Dept. of Journalism, Long Island University, 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. Bronze plaques in each of 10 categories. Deadline: Feb. 1.

The POOR RICHARD CLUB (Philadelphia, Pa.) 1956 Gold Medal of Achievement was awarded by Alfred P. Rexford, pres., to L. L. Colbert, pres. of the Chrysler Corp., for achievements in merchandising, advertising and marketing. Among previous winners was President Eisenhower, while head of Columbia University.

PULITZER PRIZES—Given by Columbia University, 118 Journalism Bldg., New York 27, N. Y. Awards of $1,000 (to individuals) and gold medals (to newspapers) for outstanding work in all aspects of journalism. 8 categories including photography. Deadline: Feb. 1.

ERNIE PYLE MEMORIAL AWARD—Given by Scripps-Howard Newspapers, 230 Park Ave., New York 17, N. Y. $1,000 to the newspaperman whose work most closely exemplifies the style and craftsmanship for which Ernie Pyle was known. 4 cash grants to university schools of journalism. Deadline: Dec. 1.

TED V. ROGERS ANNUAL AWARDS—Given by the ATA Foundation, Inc., 1424—16th St., N.W., Washington 6, D. C. Three awards of $1,500, $700, $300 in each of three categories (Magazines, Daily & Weekly Newspapers) are given for articles that contribute to the improvement of our highways and their use. Total awards $7,500. $500 is given to Journalism Schools designated by each of the first award winners (total $1,500).

SIGMA DELTA CHI AWARDS—Room 840, 35 E. Wacker Drive, Chicago 1, Ill. Bronze medallions for distinguished service in American journalism. 13 categories, including photography and cartoon. Deadline: Feb. 1.

STRIKE IT RICH NEWSPAPERMAN'S AWARD—c/o Walt Framer Productions, 1150 Ave. of the Americas, New York 36, N. Y. $500 Savings Bond to reporter, and plaque to newspaper, given to a reporter for helping someone beyond his regular reportorial duties. Deadline: monthly.

JAMES O. SUPPLE AWARD—Given by Religious Newswriters Assn., c/o Mr. George Dugan, Religion Ed., NEW YORK TIMES, Times Square, N. Y. $100 and certificate for excellence in reporting the news of religion in the secular press. Deadline: Jan. 15.

TWA ANNUAL WRITING AND PICTURE COMPETITION—Given by Trans World Airlines, Inc., 380 Madison Ave., New York 17, N. Y. $100 and plaque in each of 16 categories, plus "sweepstakes" awards of $100 and trophy for stories, travel features, photos dealing with commercial aviation or air travel. Deadline: Sept. 15. STREBIG-DOBBEN MEMORIAL AWARD, $250, plaque, and rotating trophy to person or publication whose story, or series of stories, has contributed most to public understanding of commercial aviation. Deadline: Sept. 15.

UNIVERSITY OF MISSOURI HONOR AWARDS—School of Journalism, Columbia, Mo. Given for distinguished service in journalism.

NEWSPRINT MANUFACTURERS OF NO. AMERICA

Company	Selling Organization
Bowaters Southern Paper Corp., Calhoun, Tenn.	Bowater Paper Co., 250 Park Ave., New York, N. Y.
Coosa River Newsprint Co., Coosa Pines, Alabama	
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.	343 Sansome St., San Francisco, Calif., and 485 Lexington Ave., New York, N. Y.
Great Northern Paper Co., 6 State St., Bangor, Maine	342 Madison Ave., New York City
Inland Empire Paper Co., Millwood, Wash.	
Manistique Pulp & Paper Co., Manistique, Mich.	
Publishers' Paper Co., Oregon City, Ore.	
St. Croix Paper Co., Woodland, Me.	St. Croix Paper Co., 230 Park Ave., New York St. Croix Paper Co., 15 State St., Boston, Mass.
St. Lawrence Paper Corp., Norfolk, N. Y.	
Southland Paper Mills, Inc., Lufkin, Tex.	Perkins, Goodwin Co., 589 Fifth Ave., New York, N. Y.
West Tacoma Newsprint Co., Tacoma, Wash.	

CANADA

Company	Selling Organization
Abitibi Power & Paper Co., Ltd., 408 University Ave., Toronto 2, Ont.	Abitibi Sales Company Limited, 408 University Ave., Toronto 2, Ont.
Anglo-Canadian Pulp and Paper Mills, Ltd., Quebec City, Que.	Anglo Paper Products Limited, P. O. Box 1456, Quebec City, Que. and Northeastern Paper Sales, Inc., 400 Madison Ave., New York, N. Y.
Anglo-Newfoundland Development Co., Ltd., Grand Falls, Newfoundland	Northeastern Paper Sales, Inc., 400 Madison Ave., New York, N. Y.
Beaver Wood Fibre Co., Ltd., Thorold, Ont.	
Bowater's Newfoundland Pulp & Paper Mills, Ltd., Corner Brook, Newfoundland	Bowater Paper Co., Inc., 250 Park Ave., New York, N. Y.
Canadian International Paper Co., Sun Life Bldg., Montreal 2, Que.	International Paper Sales Co., Sun Life Bldg., Montreal 2, Que.
Consolidated Paper Corporation Limited, Sun Life Bldg., Montreal 2, Que.	Consolidated Paper Sales, Limited, Sun Life Bldg., Montreal 2, Que.
Crown Zellerbach Canada Limited, P. O. Box 879, Vancouver, B. C.	Crown Zellerbach Corp., 485 Lexington Ave., New York 17, N. Y.
Donnacona Paper Co., Ltd., Quebec City, Que.	Donnacona Sales Corporation, Quebec City, Que.
Donohue Brothers Limited, Clermont, Que. Charlevoix County	Donohue Brothers Sales Corporation, 39 St. Louis St., Quebec City, Que.
The E. B. Eddy Company, Hull, Que	The E. B. Eddy Company, Hull, Que.
Elk Falls Company, Ltd. (Division of Crown Zellerbach Canada Limited) Duncan Bay, B. C. Mailing address: Campbell River, B. C.	Crown Zellerbach Canada Limited, P. O. Box 879, Vancouver, B. C.
Great Lakes Paper Co., Ltd., P. O. Box 430, Ft. William, Ont.	Lake Superior Newsprint Co. (Service Company) 919 N. Michigan Ave., Chicago 11, Ill.
Manitoba Paper Co., Ltd., Pine Falls, Man., Subsidiary of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
The James Maclaren Company, Ltd., Buckingham, Que.	Maclaren Newsprint Sales, Ltd., Buckingham, Que.
Mersey Paper Company, Ltd., Liverpool, N. S.	Mersey Paper Company, Ltd., Liverpool, N. S.
New Brunswick International Paper Co., Dalhousie, N. B.	International Paper Sales Co., Inc., Sun Life Bldg., Montreal 2, P. Q.
The Ontario Paper Co., Ltd., Thorold, Ontario	The Ontario Paper Co., Ltd., Thorold, Ont.
Ontario-Minnesota Pulp and Paper Co., Fort Frances, Ont.	Minnesota & Ontario Paper Co., 500 Investors Bldg., Minneapolis 2, Minn.
Powell River Co., Ltd., Standard Bldg., Vancouver, B. C.	Powell River Sales Co., Ltd., Standard Bldg., Vancouver, B. C.
Price Brothers Sales Corporation, 65 St. Anne St., Quebec 4, P. Q., Can.	Price Brothers Sales Corporation, 420 Lexington Ave., New York 17, N. Y.
Quebec North Shore Paper Co., Baie Comeau, Que.	Ontario Paper Co., Ltd., Thorold, Ont.
Richmond Pulp & Paper Company of Canada Limited, Montreal, Que.	Kruger Paper Co., Inc., 347 Madison Ave., New York 17, N. Y.
Ste. Anne Paper Co., Ltd., Montreal, Que., Subs of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
St. Lawrence Corp., Ltd., Sun Life Bldg., Montreal 2, Que.	St. Lawrence Sales Co., Ltd., Sun Life Bldg., Montreal 2, P. Q.
St. Raymond Paper Limited, 1510 Drummond St., Montreal 25, Que.	St. Raymond Sales Limited, 1510 Drummond St., Montreal 25, Que.
Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.	Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.
Thunder Bay Division of Abitibi Power & Paper Co., Port Arthur, Ont.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto, Ont.

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FOR CHANGES AND ADDITIONS MADE SINCE FORWARD PAGES OF THIS BOOK WENT TO PRESS

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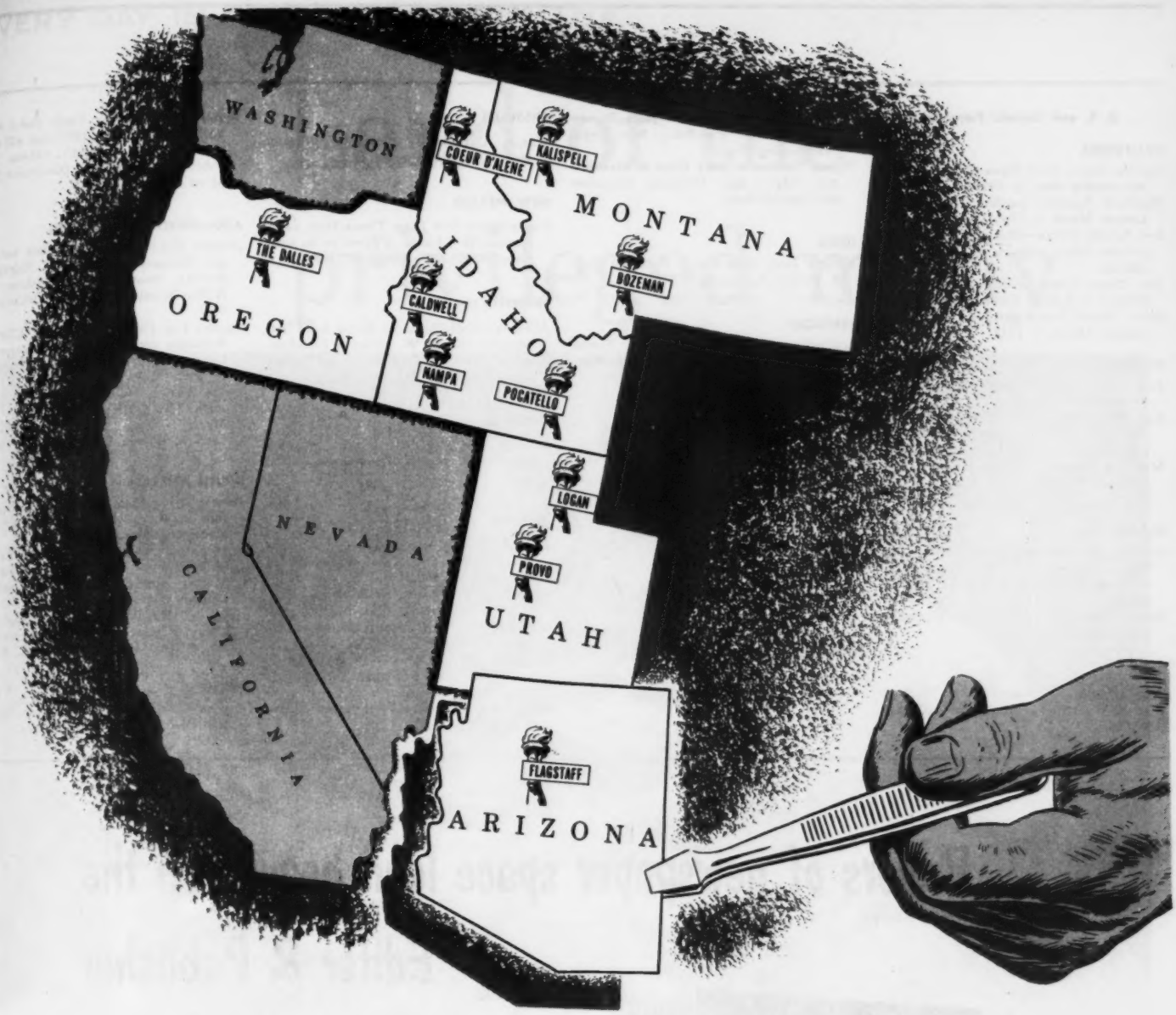

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Nampa Idaho Free Press
Adam J. Kalb, Publisher
Pocatello Idaho State Journal
Hugh Wagnon, Publisher

Oregon
The Dalles Chronicle
Luman G. Miller, Publisher

Montana
Bozeman Chronicle
G. Nicholas Ifft III, Publisher
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ADDENDA

U. S. and Canada Personnel

CALIFORNIA

Garden Grove Daily News elected to ABC Membership Nov. 6, 1958.

Hartford Sentinel purchased by Scripps League, March 1, 1958.

Los Angeles Times—Philip K. Scheued appointed Editor replacing Edwin Schallert, retired.

San Diego Union-Tribune — Robert E. Nichols is Sunday Editor.

Santa Maria Times purchased by Scripps League, March 1, 1958.

FLORIDA

Jacksonville Journal reports Sunday edition circulation is 62,764.

Key West Citizen added Sunday edition Oct. 27, 1957. No circulation figures available as yet.

Marianna Jackson County Floridian discontinued publication of Sunday edition only.

ILLINOIS

Danville Commercial News advises Cir. Mgr. is George J. Evans; Mech. Supt. is James Rickard; Bus. Mgr. is John A. Funk.

Decatur Herald-Review — Editor Henry C. Schaub, deceased.

INDIANA

Indianapolis Star & News—Thelma Machael is Food Editor (rather than Connie McCown).

LaGrange Standard-News reports Eugene N. Martin is Pres-Pub.; Mrs. Joyce Martin, Secy-Treas.

Tipton Tribune — Mary Illges is Classified Adv. Mgr., Ben Altschuler Education and Special Data.

IOWA

Keokuk Daily Gate City — Publisher Dale E. Carrill, Sr., deceased.

KENTUCKY

Louisville Courier-Journal and Times, Douglas Cornette is now Asst. Gen. Mgr.

MARYLAND

Baltimore News-Post and American — Rodger Pippin, Sports Editor, retired.

MASSACHUSETTS

Haverhill Journal — circulation reported as 12,000.

MICHIGAN

Detroit News — D. Ray Merrill is Exec. Vice Pres.; C. Arthur Weis is Gen. Mgr.

MINNESOTA

International Falls Daily Journal sold by Borden Pub. Co. to Mr. & Mrs. Harry Davey.

MISSOURI

Kansas City Star — Circulation Director Hugh Dasbach, deceased.

NEW MEXICO

Farmington-San Juan Times-Star, daily planned by Lincoln O'Brien to be combined with his Farmington Times.

PENNSYLVANIA

Allentown Call-Chronicle, David A. Miller, deceased. Samuel W. Miller is President.

Altoona Morning Tribune — publication ceased Dec. 30, 1957.

VIRGINIA

Norfolk Virginian Pilot-Ledger, Dispatch and Star — Morris Bennett is Prom. Mgr.

CANADA

Kitimat (B.C.) Northern Sentinel established 1957; circ. 2,750; Howard T. Mitchell, Pres-Pub.; Hal Malone, Man. Ed.; Pixie Meldrum, Women's Ed.; James B. Girdwood, Gen. Mgr.; Larry Fonde, Mgr. Gen. Adv.; Line Rate .09 max., .08 min.

St. Johns (Nfld.) News — D. B. Kinsman replaces A. B. Butt as Adv. Dir. & Asst. Prom. Mgr.

Montreal (Que.) Herald — Suspended publication Oct. 18, 1957.

Montreal (Que.)—La Patrie ended daily publication Nov. 15, 1957—but will continue weekly (Sunday) edition, "La Patrie du Dimanche." Distribution will be on Saturdays.

ADD—NEWSPAPER SERVICES

Atlanta (Ga.)—Paul H. Chapman and Co. are Newspaper, Radio and Television Brokers, located at 84 Peachtree St., N.W., Atlanta 3, Ga., Tel. JAckson 5-0421.

Garden City (N. Y.)—Collier A. Elliott & Associates are Production & Management Consultants, Personnel & Sales Training, 19 Pell Terrace, Garden City, N. Y., Tel. PIoneer 7-3867.

Raleigh (N. C.)—John A. Park, Jr., is Media Broker, Financial Consultant, 1805 McDonald Lane, Raleigh, N. C.

SOUTH AMERICA

Buenos Aires (Argentina) Critica—ownership to Cooperative Pampa, Dr. Santiago Nudelman, Pres.-Editor-Publisher.

Bogota (Columbia) El Tiempo—published by El Tiempo Ltd., Directors—Eduardo Santos; Robert Garcia Pena; Editor—Eduardo Santos; Adv. Mgr.—Abdon Espinosa; Circulation 169,215; Appeal—Liberal Representatives—Edwin Seymour, Inc., 120 E. 56th St., New York 22, N.Y.

FOREIGN

Cayenne (French Guiana) Le Radio-Presse, published daily, circulation 4,000.

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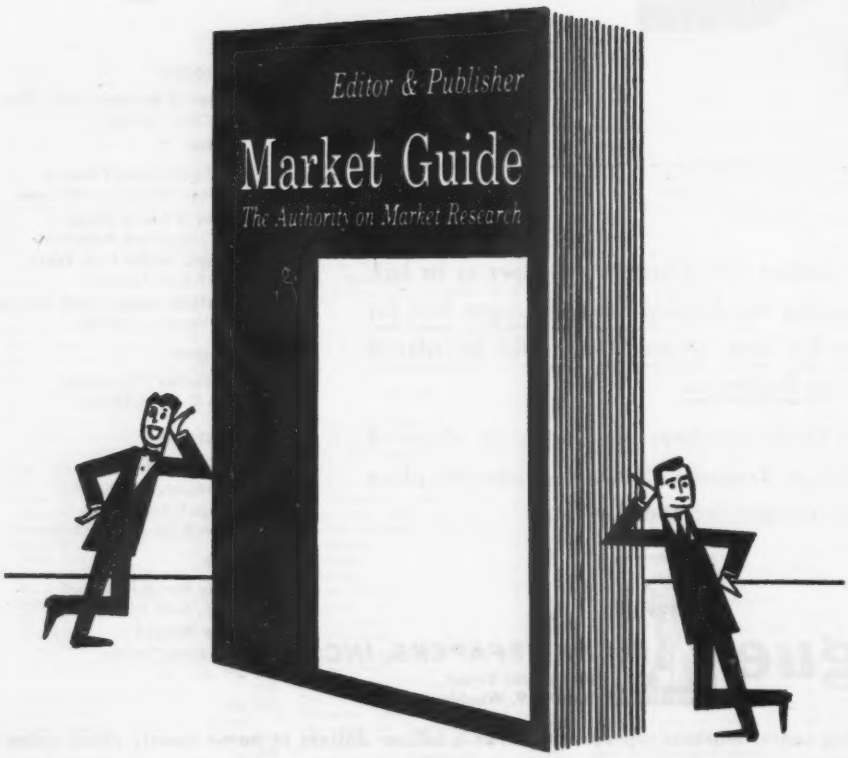

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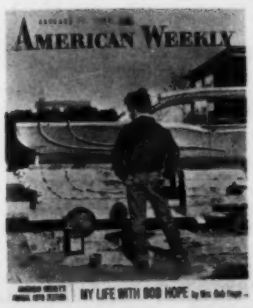

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